



# NEW MEXICO STATE FAIR MASTER PLAN AND PROPOSED ARENA

Contract Number 160329-06  
Prepared For: The State of New Mexico, New Mexico State Fair  
Knoxville, TN and Kansas City, MO  
Prepared By:

**POPULOUS**

# TABLE OF CONTENTS

- a. Introduction/ Master Plan Goals
- b. Site Analysis Study
  - Site Analysis Summary
  - Site Analysis Pages
  - Attendance
  - Tingley Coliseum
  - Master Plan Recommendations
- c. Arena
  - Arena Site Locations
  - Arena Inspirations
  - Arena Concepts
- d. 2007 Master Plan Study





# INTRODUCTION/ GOALS

## Introduction

POPULOUS was contracted to develop a master plan update and a arena visualization and location studies for the New Mexico State Fair in 2016. Previously, David Forkner ASLA Principal and Senior Planner with POPULOUS had developed the current master plan in 2007 while with another firm.

## POPULOUS

POPULOUS is a global firm that specializes in the planning and design of buildings and spaces where people want to be. This includes over 300 fairgrounds and fair facilities, event centers, and equestrian venues worldwide. The firm is actively involved in all major industry associations including the International Association of Fairs and Expositions (IAFE), Rocky Mountain Association of Fairs (RMAF), North American Livestock Show and Rodeo Managers Association (NALSARMA), Canadian Association of Fairs and Exhibitions (CAFÉ), League of Agricultural and Equine Centers (LAEC) and the Royal Agricultural Society of the Commonwealth (RASC) among others. Fifteen offices are located worldwide. The Knoxville and Kansas City office were responsible for this master plan.

## Expo New Mexico / New Mexico State Fair

"EXPO New Mexico is the state's only true multi-use entertainment and events facility, which in addition to being the site of the annual New Mexico State Fair, hosts hundreds of events throughout the year. EXPO New Mexico is a state agency, and one of a very few public entities which functions as an enterprise fund which means EXPO New Mexico has to raise all revenues to support its operations, though we receive a small amount of funding from the state for capital outlay improvements.

EXPO New Mexico is very closely tied to our premier event, the New Mexico State Fair which happens annually in the month of September. In addition to the Fair, we offer the largest outdoor year-round Flea Market that attracts thousands of patrons and hundreds of vendors every weekend. The majority of our 236 acre site is available for rent for private or public events, including exceptional cultural villages, unique and charming outdoor spaces, historic arts facilities, expansive trade show spaces, and an iconic concert and rodeo venue"

Source: EXPO New Mexico Web Site as modified

"Since 1938 New Mexicans have been coming together at the New Mexico State Fair to celebrate all that is great about our state. From its humble beginnings as the Territorial Fair in the late 19th century through today, the New Mexico State Fair remains the premier showcase for agriculture, horse and livestock shows, native culture, crafts, great entertainment and awesome attractions. New and exciting attractions, coupled with diversified promotions and more discount days made 2015 the highest attended fair since going to an abbreviated schedule. Nearly 500,000 people attended this year's New Mexico State Fair" Source: NMSF 2016 Annual Report

## Mission Statement

The entity known as EXPO New Mexico is responsible for operating and maintaining, for public benefit, a year-round service-oriented events and entertainment facility and to maintain event venues for public use and benefit which help build the infrastructure for the annual New Mexico State Fair authorized in state statutes, 16-6-1, et seq (NMSA 1978). Additionally, EXPO New Mexico is charged with creating an annual State Fair experience that reflects and showcases New Mexico's industries including agriculture, the arts, science and technology, as well as its traditions, the diversity of its people and promoting youth development and education for all ages. Source: NMSF 2016 Annual Report



## **Vision Statement**

To be recognized as a unique, dynamic, family-oriented and profitable venue for arts, culture and entertainment. EXPO New Mexico is committed to providing nationally recognized event facilities that produce the highest quality annual State Fair possible along with a wide variety of other events throughout the year.

Source: NMSF 2016 Annual Report

## **Study Objective and Emphasis**

Although this study was to include a review of the 2007 master plan, the emphasis of the study was to determine possible site locations and develop visualization graphics for the proposed multipurpose arena. Under separate contract, Crossroads Consulting was commissioned to prepare a market feasibility / demand analysis and funding strategy for the arena. Conceptually the arena would be multipurpose to accommodate a variety of events such as concerts, family shows and general assemblies. The seating capacity was opined to be in the 12,000 - 14,000 fixed seat range. See that study for details and recommendations.

## **Vision Statement**

To be recognized as a unique, dynamic, family-oriented and profitable venue for arts, culture and entertainment. EXPO New Mexico is committed to providing nationally recognized event facilities that produce the highest quality annual State Fair possible along with a wide variety of other events throughout the year.

Source: NMSF 2016 Annual Report

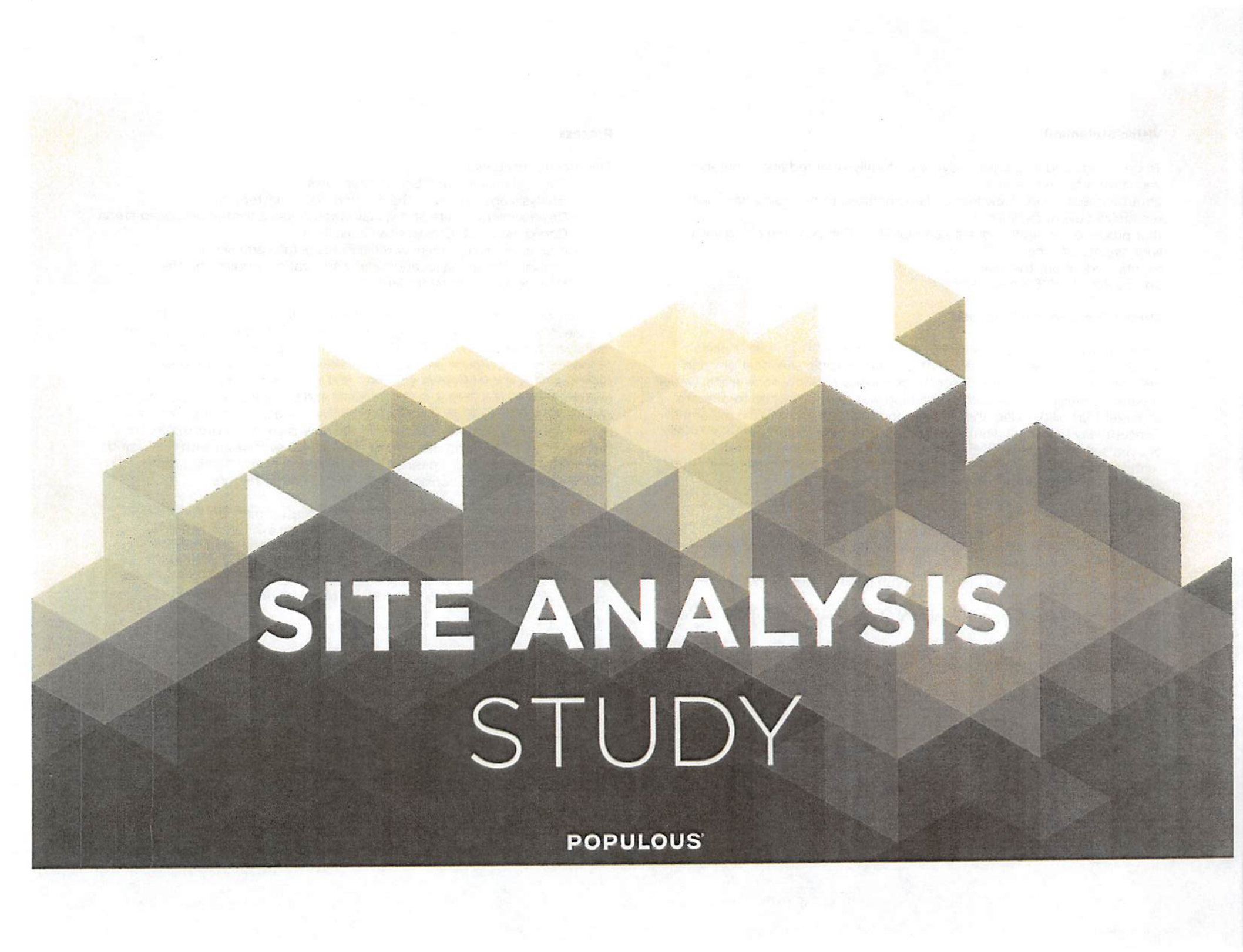
## **Process**

The process used was:

- Physical analysis and Board Interviews
- Analysis and review of the existing 2007 master plan
- Development of site and visualization options for the proposed arena
- Coordinate with Crossroads Consulting
- Assemble this document which consists of this narrative, site analysis, the arena location and visualization studies and the attached 2007 master plan.

The first two steps were combined when POPULOUS staff visited the Fair, developed site analysis diagrams, interview Board members and the manager. Subsequently, POPULOUS identified 5 potential sites for the proposed multi-purpose arena and developed 2 visualization/concept sketches. This information is attached and in a powerpoint format for presentation to the Board, public officials and other interested parties. No conclusions are made on the location of the arena since its location may be influenced by a number of current unknowns such as (1) proximity to the existing facilities and use during the Fair, (2) synergism with the casino and track (3) visibility from outside the fairgrounds and naming rights, (4) community and public considerations and (5) other factors.

The physical recommendations of the 2007 master plan are considered valid with the exception for the demand of a new exhibition building which is being replaced with an emphasis on the arena. Many of the recommendations of the 2007 plan have been completed. Although attendance to the Fair has increased by 20 per cent, the current facilities are considered adequate to accommodate this additional growth.



# SITE ANALYSIS STUDY

POPULOUS

## **SITE ANALYSIS SUMMARY**

The New Mexico State Fair site is 236 acres and is located East of downtown Albuquerque. One-Third of the property is occupied by the Downs at Albuquerque Racetrack and Casino facilities. The remainder of the site is occupied by 22 permanent buildings, not including barns in stable area, totaling 332,000 square feet as well as the 9,300 seat Tingley Coliseum.

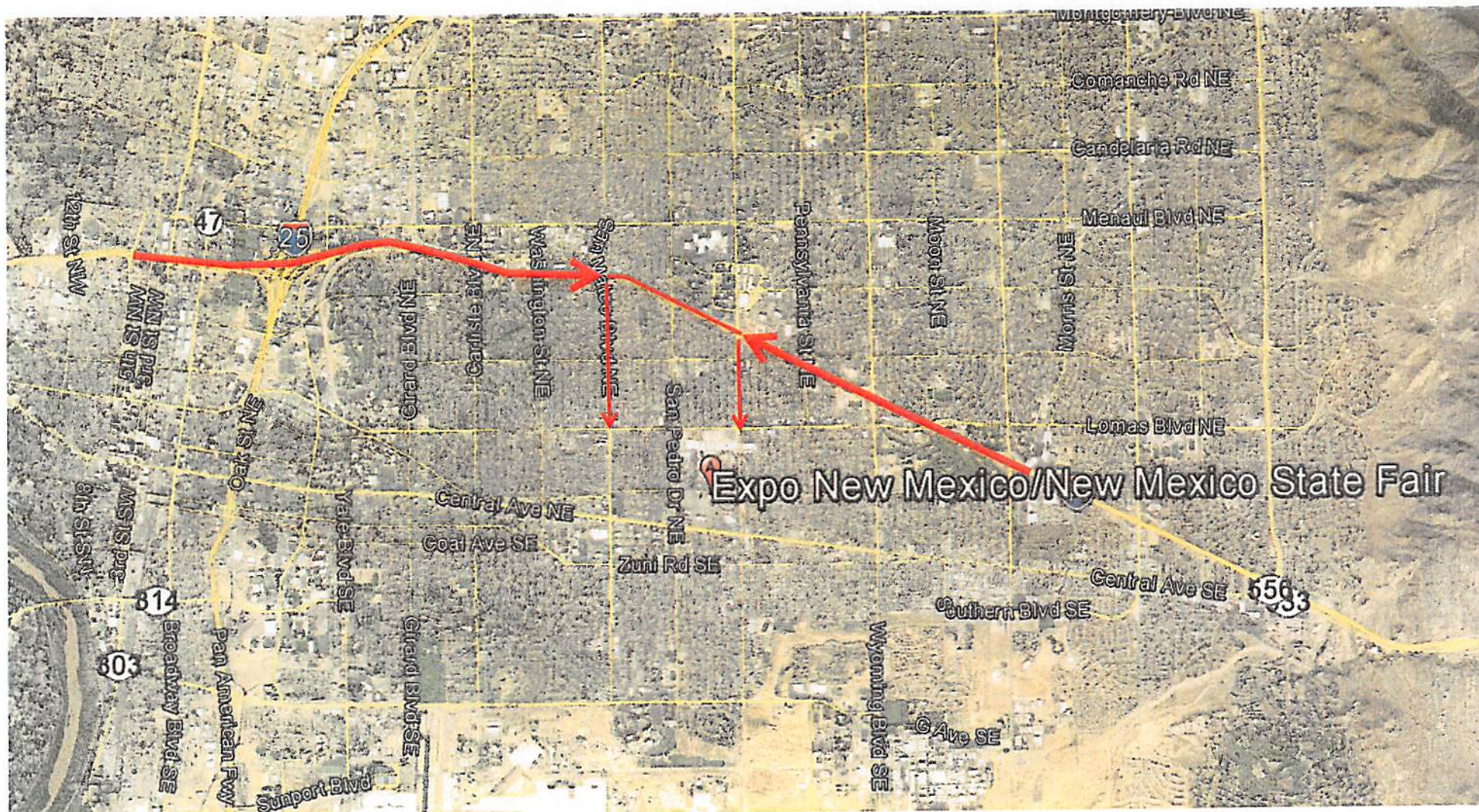
The layout and design of the grounds is a campus of tree lined avenues and streets. The majority of the older buildings are of a “pueblo revival” style and the new buildings are primarily pre-engineered metal buildings.

The complex is zoned into 3 districts:

1. Fair (80 acres)
2. Racing (44 acres)
3. Parking (68 acres included)

The Fair itself is then zoned into sub areas consisting of exhibition, equestrian, livestock, public spaces, and the midway.





## Regional Access

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







## Local Site Access

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







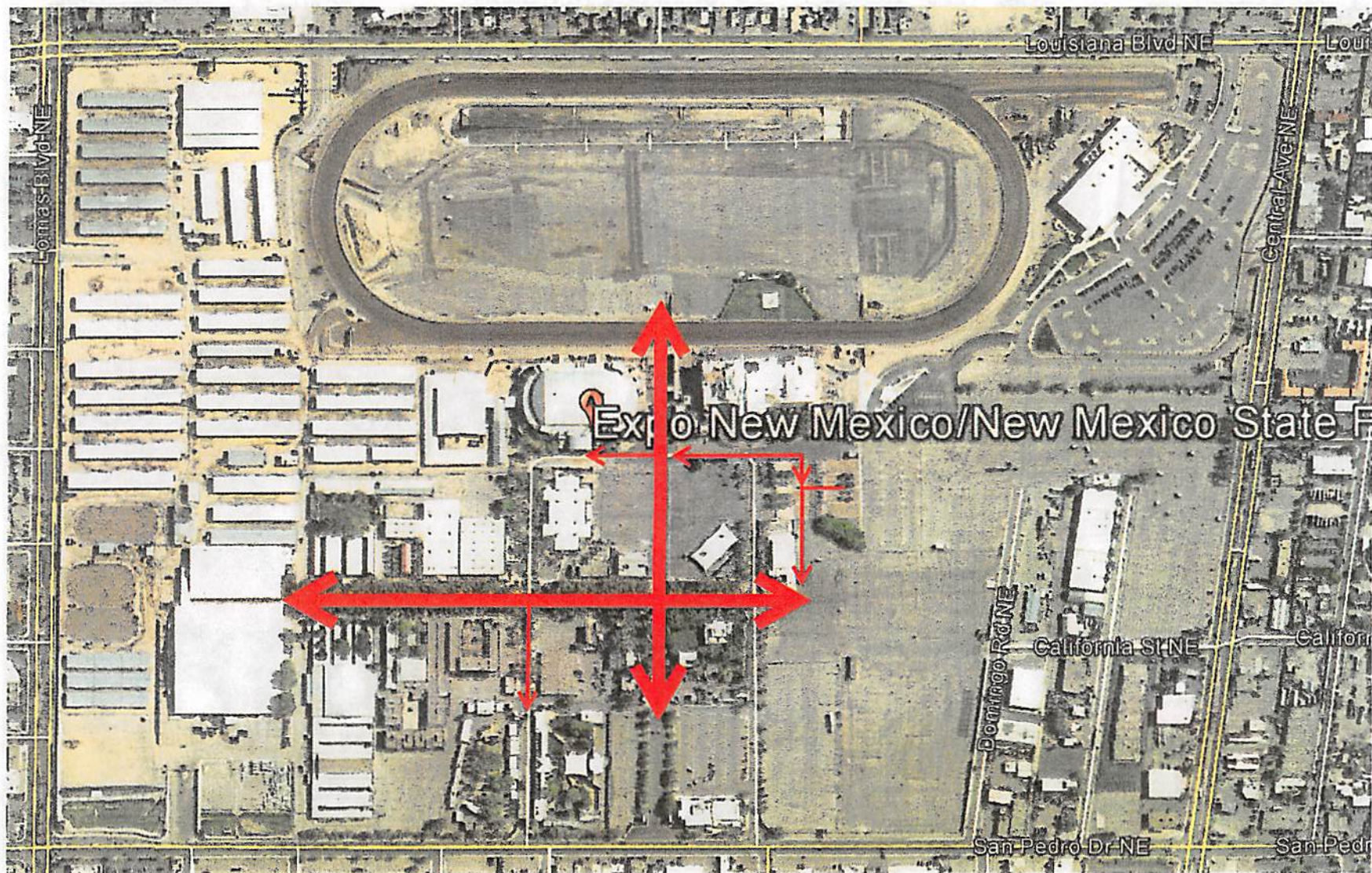
## Vehicle Circulation / Parking / Ticket Gates

POPULOUS

New Mexico State Fair  
Albuquerque, New Mexico







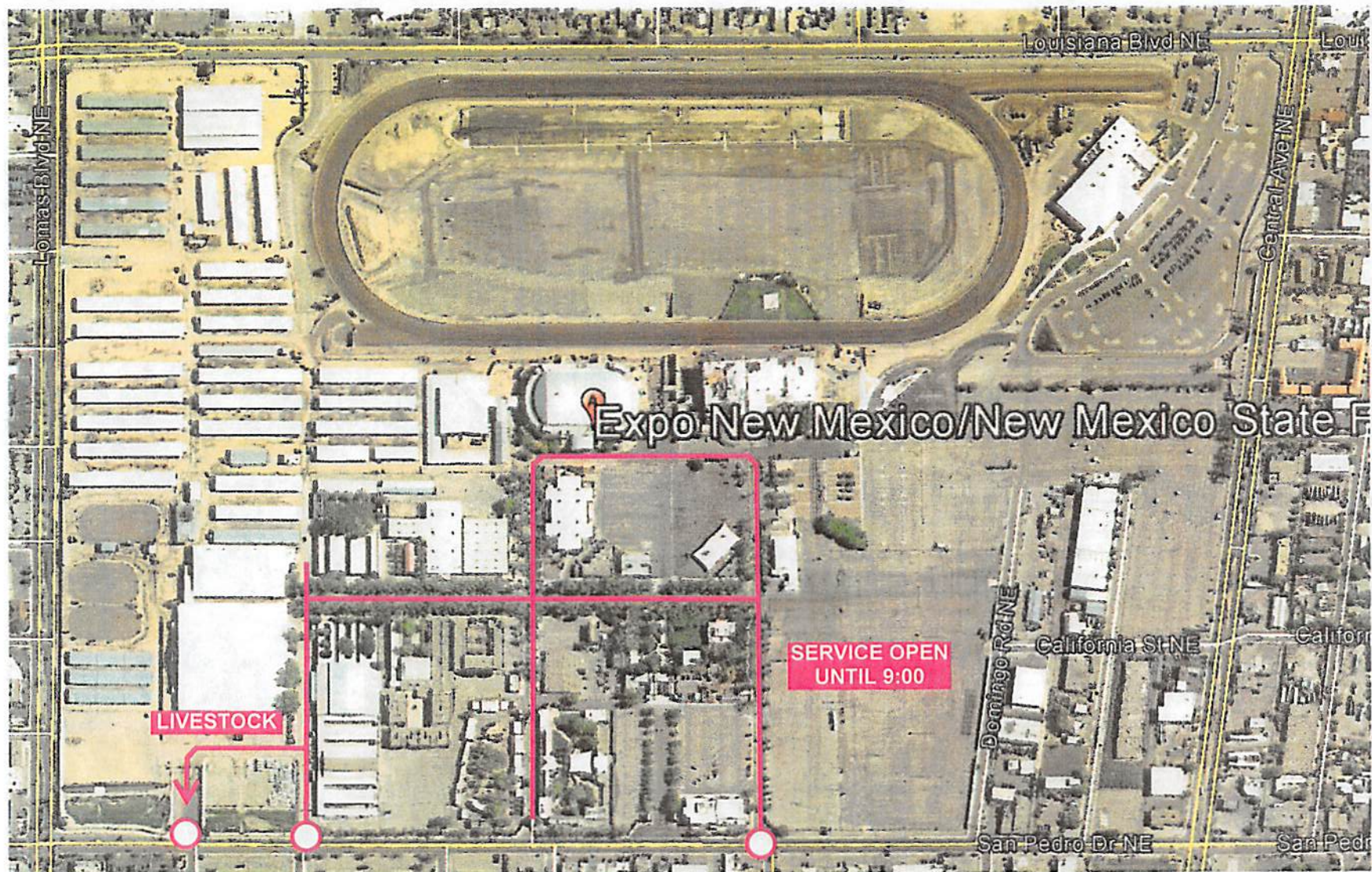
## Pedestrian Circulation

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







### Service Access & Circulation

POPULOUS

New Mexico State Fair  
Albuquerque, New Mexico







### Fair Animal Movements

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







## Adjacent Land Uses & Neighborhood Relations Issues





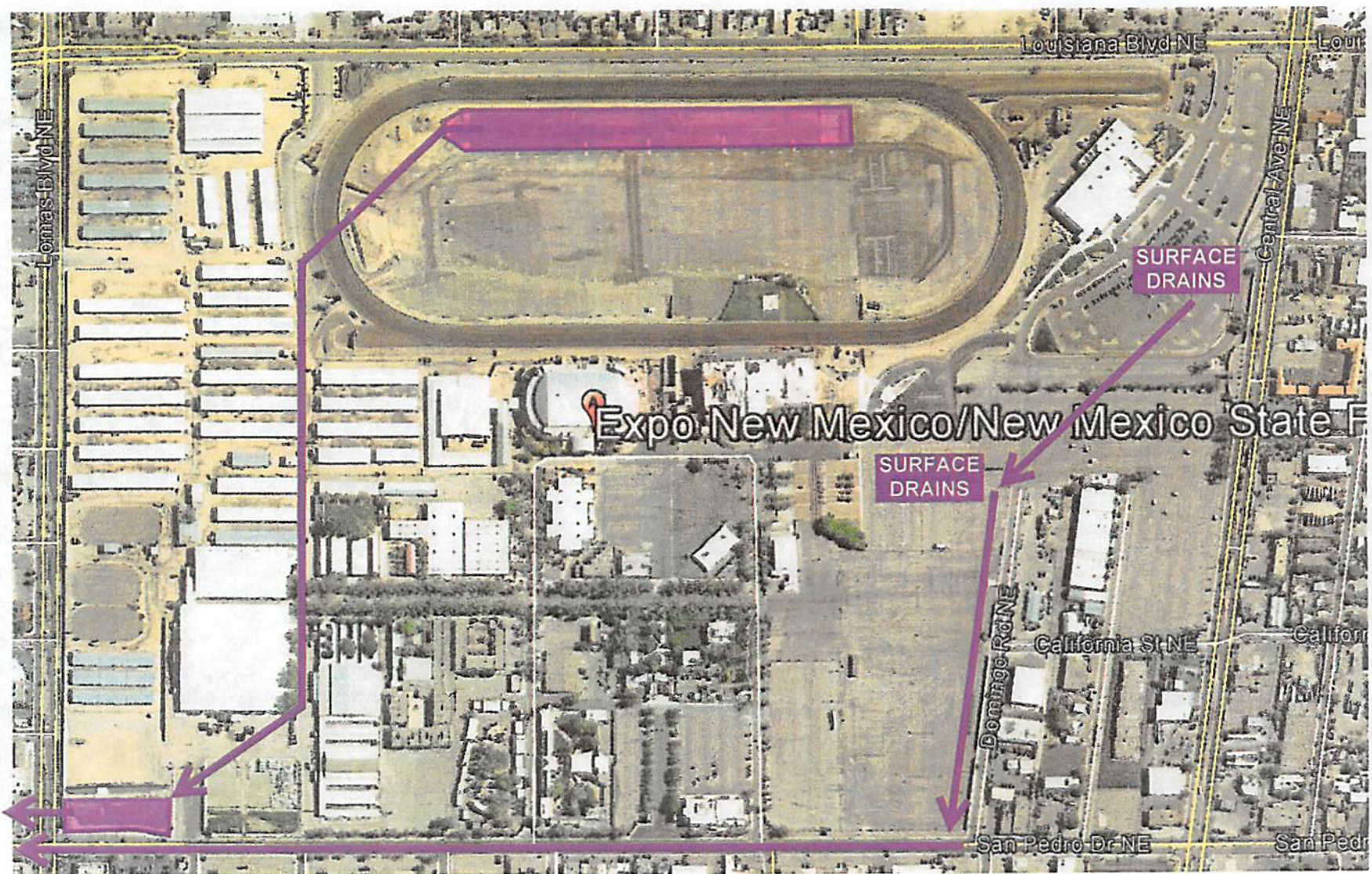
## Property Limits & Ownership

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







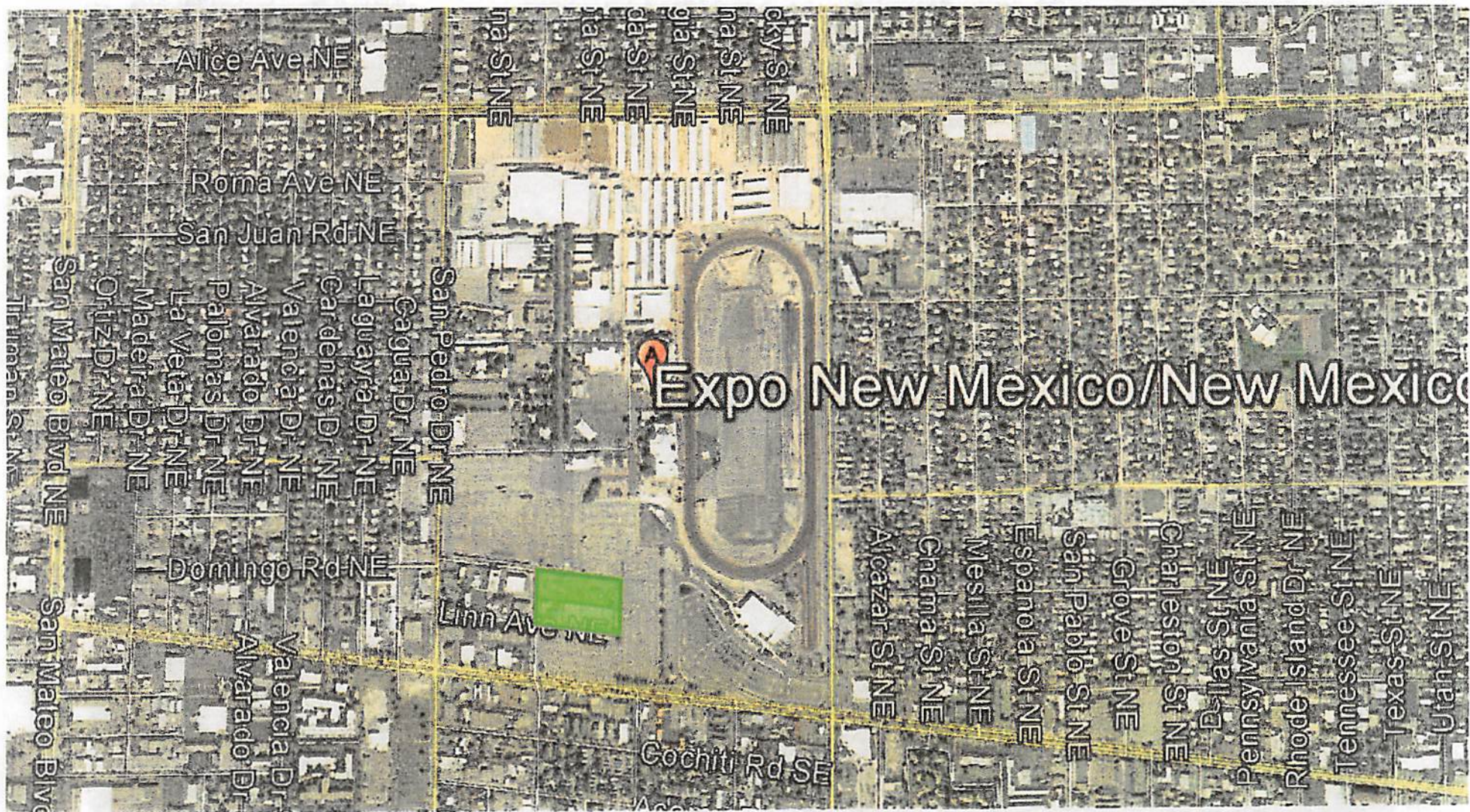
### Site Topography & Drainage Issues

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







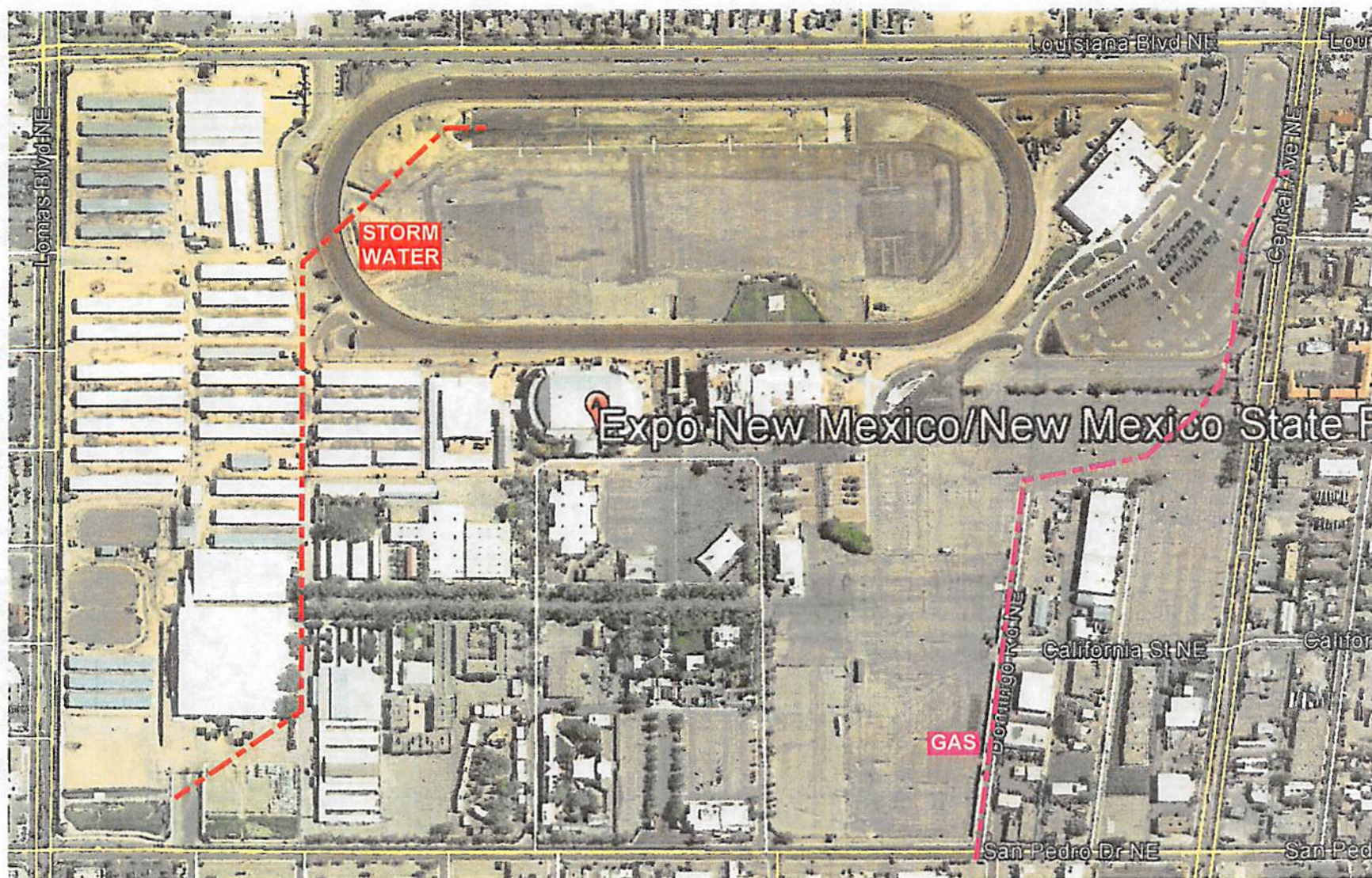
## Site Expansion Potential

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







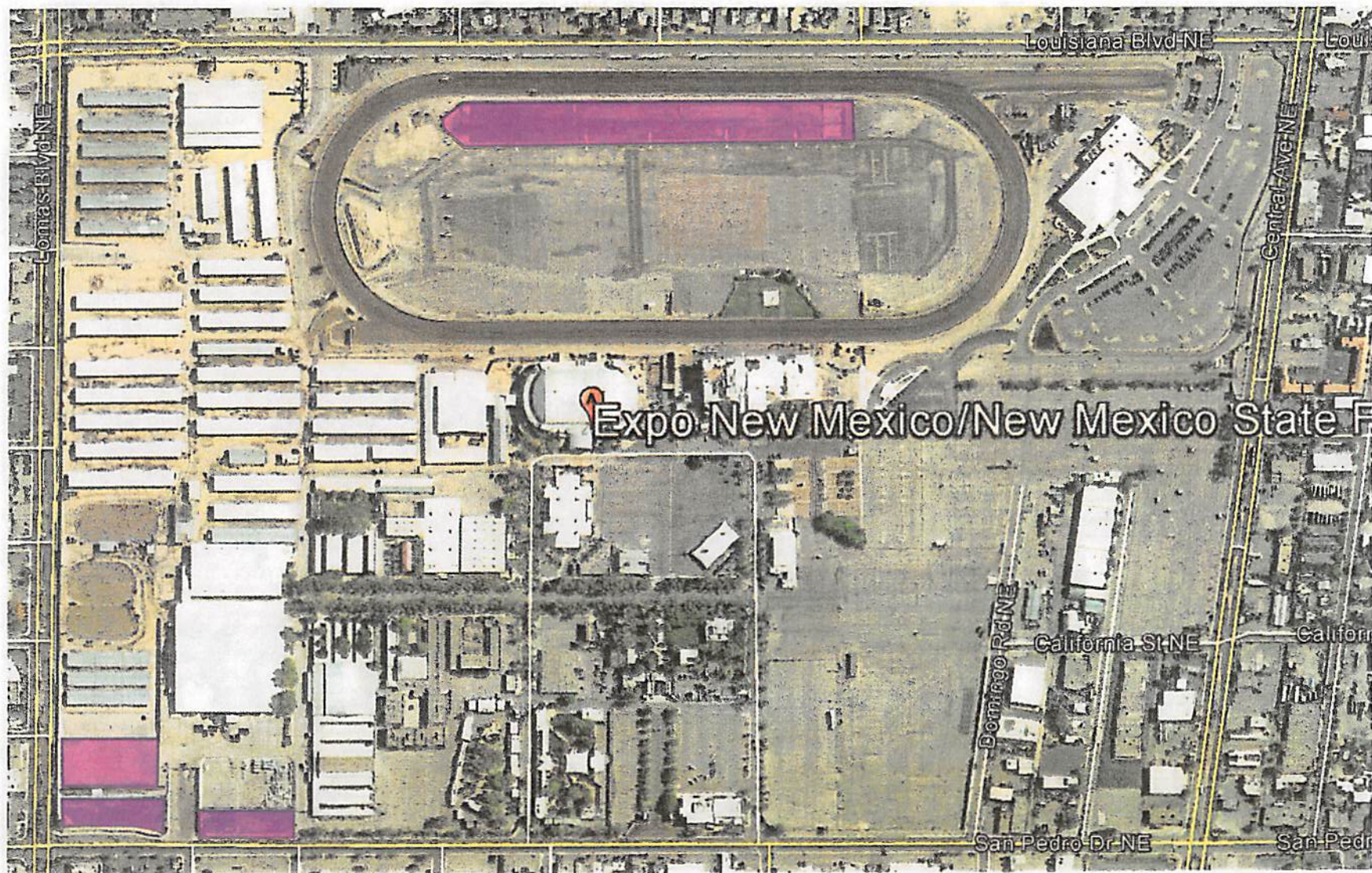
## Easements / Restrictions

POPULOUS

New Mexico State Fair  
Albuquerque, New Mexico







## Environmental Conditions / Soil Conditions

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







## Zoning / Comprehensive Plan Implications

POPULOUS

New Mexico State Fair  
Albuquerque, New Mexico







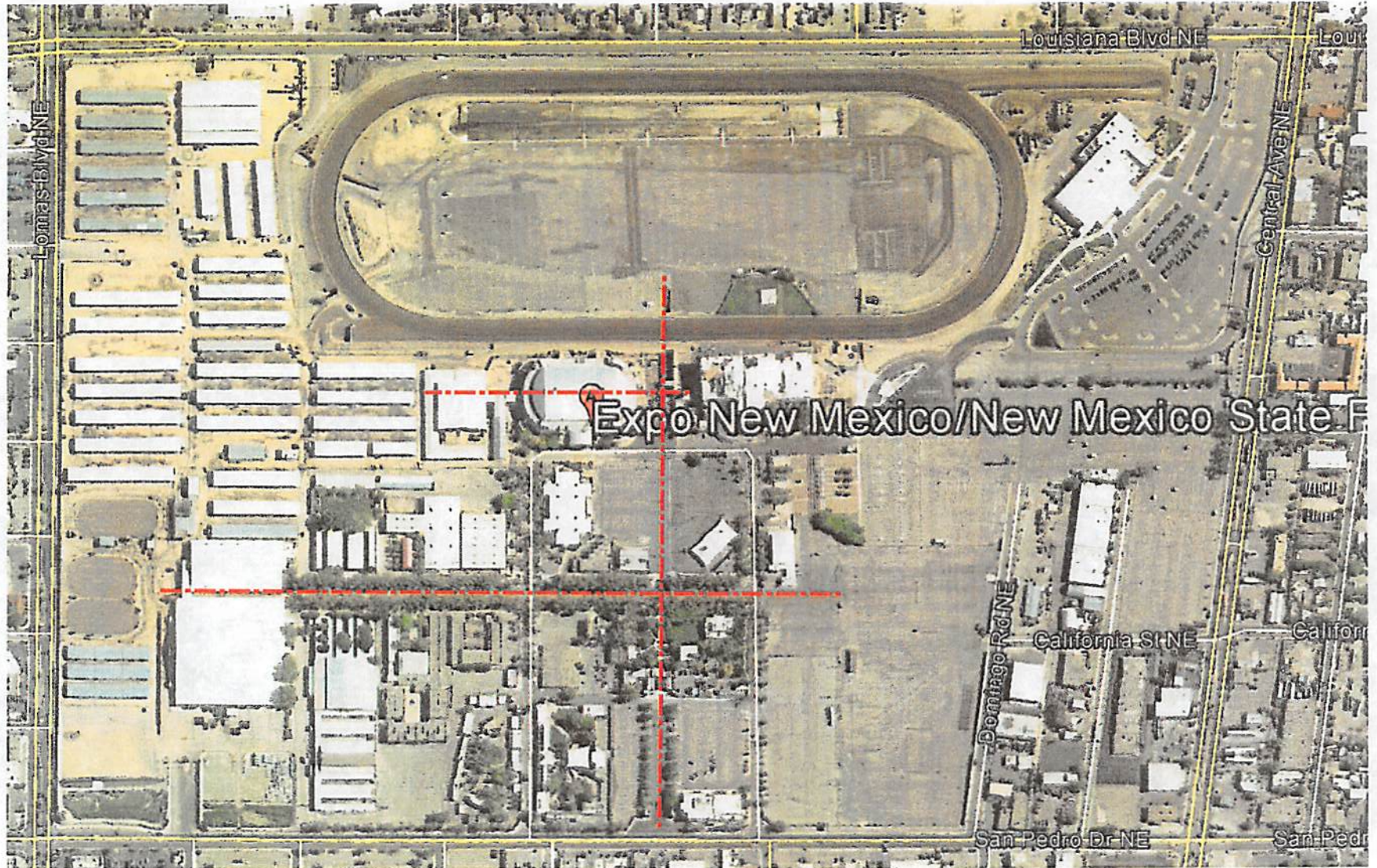
## City / County Limits

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







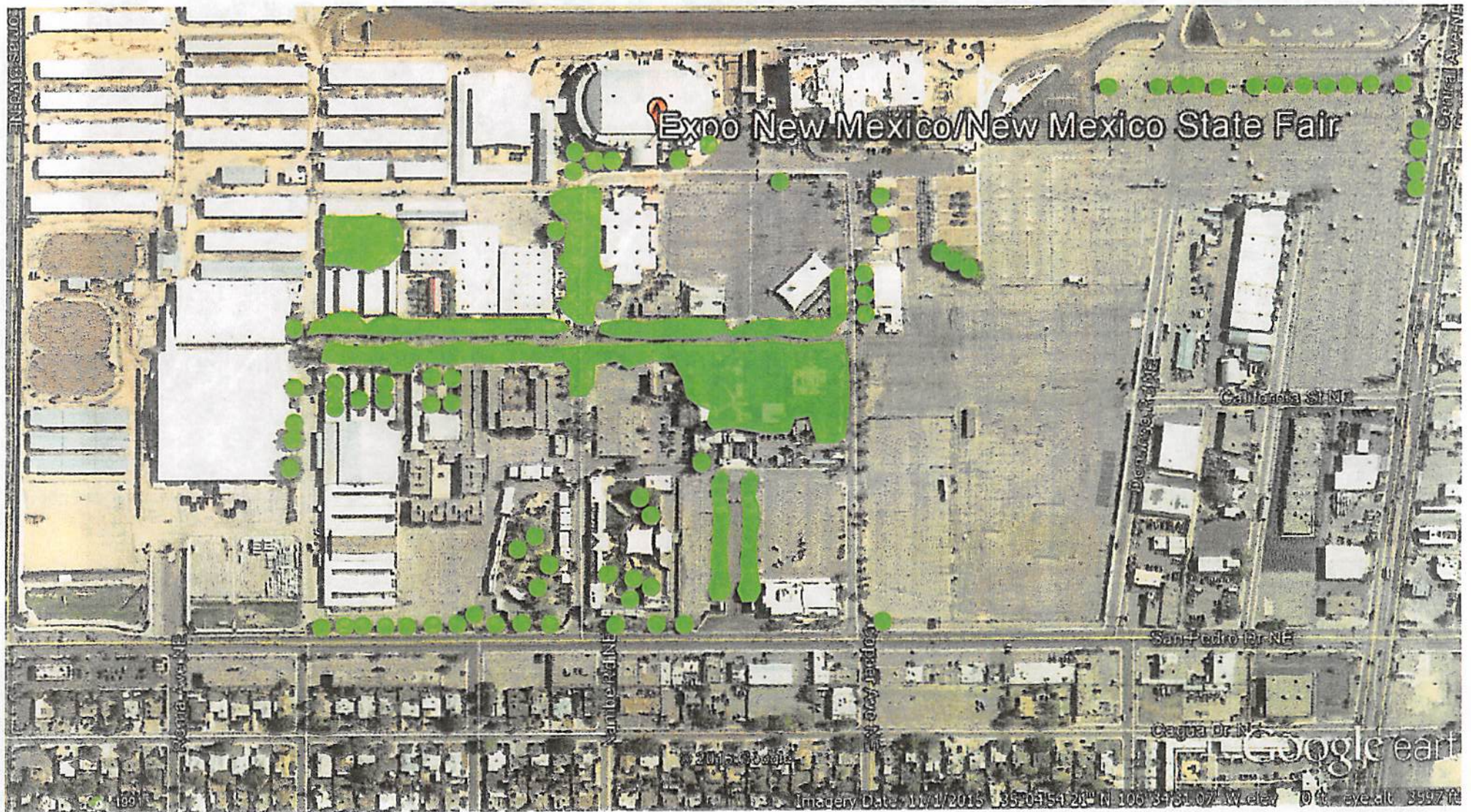
### Site Layout Axis

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







## Vegetation / Landscaping

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







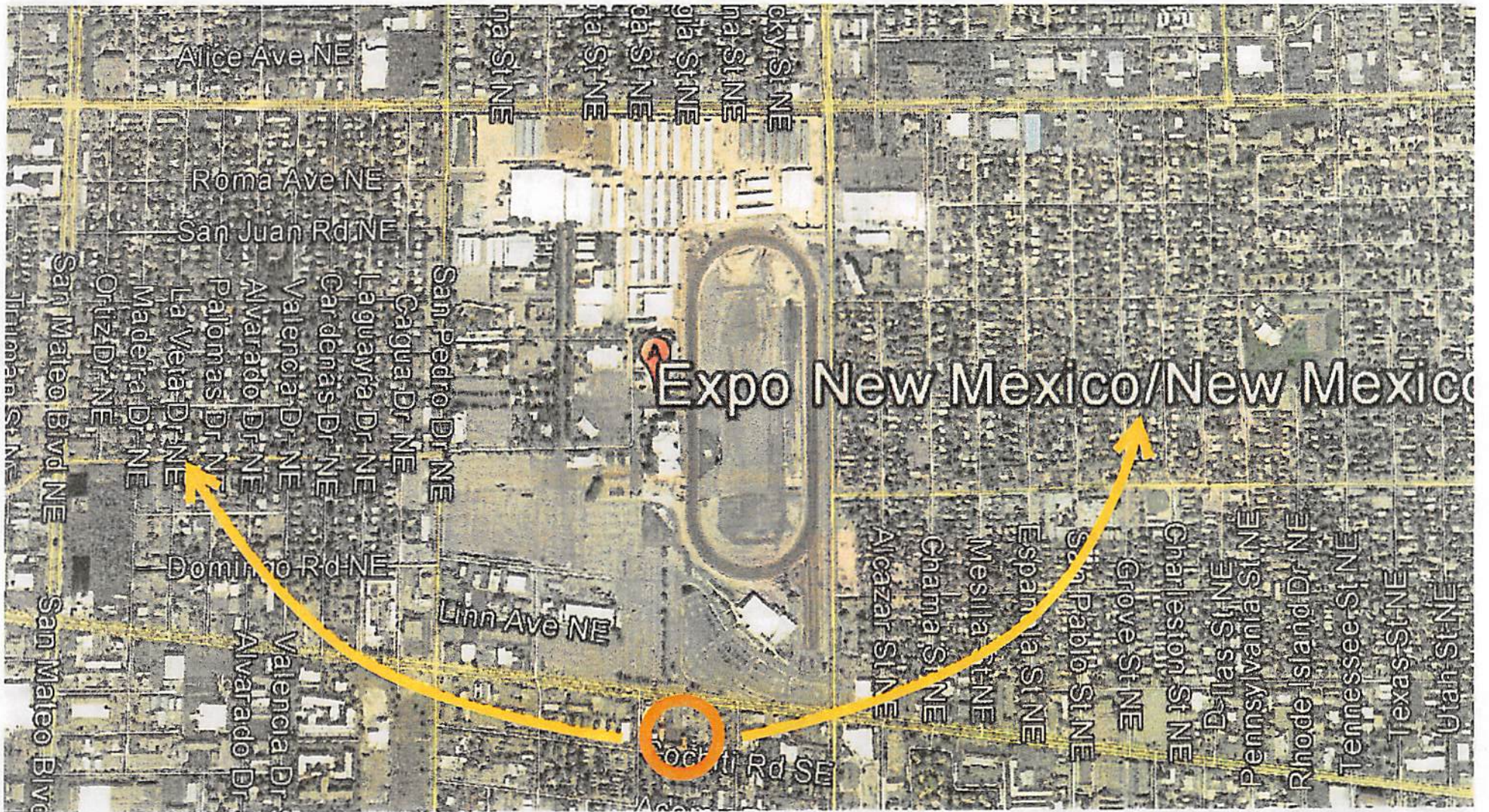
## Views / Vistas

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







## Solar Orientation / Wind Direction

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







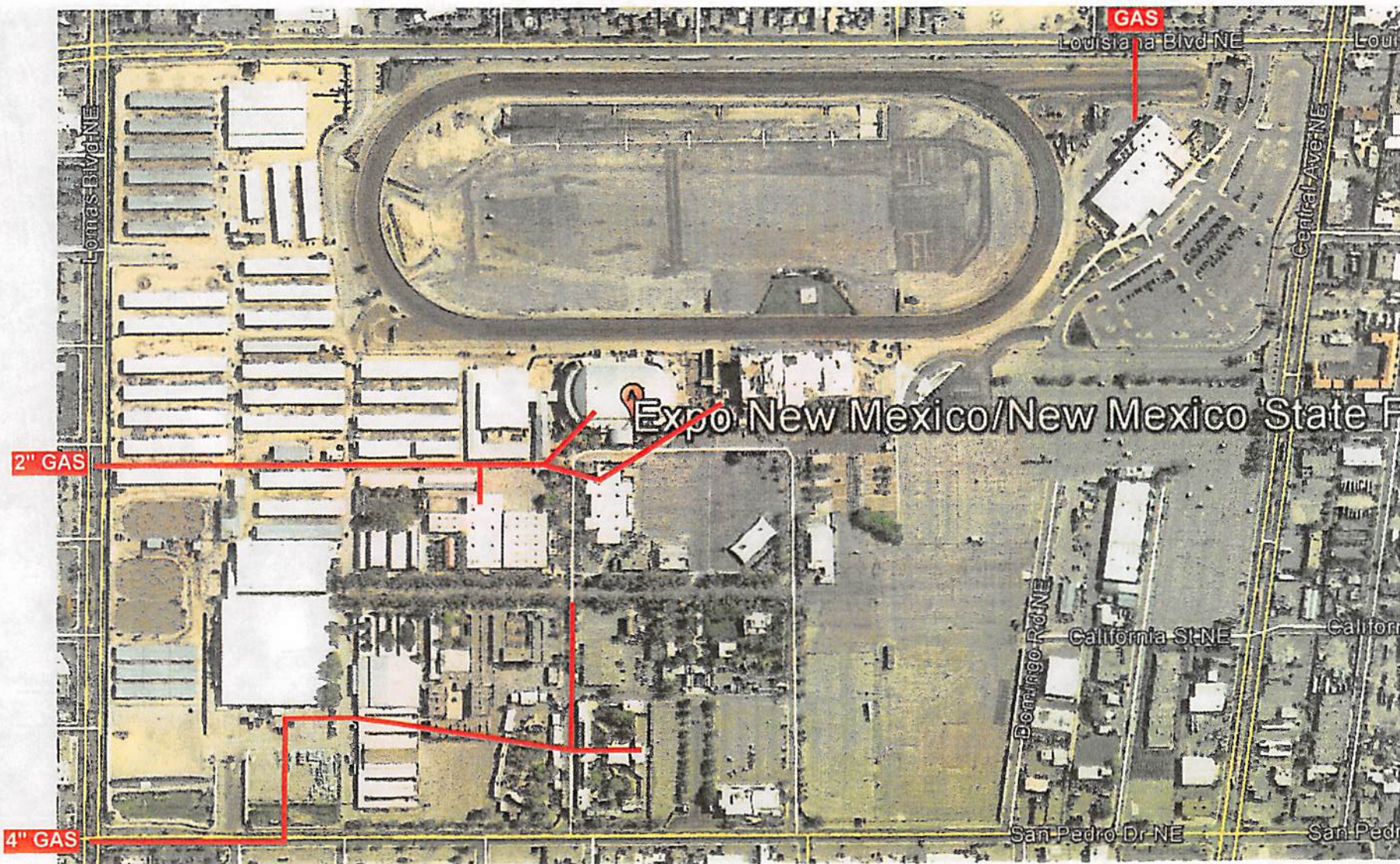
### Event / Activity Timing

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







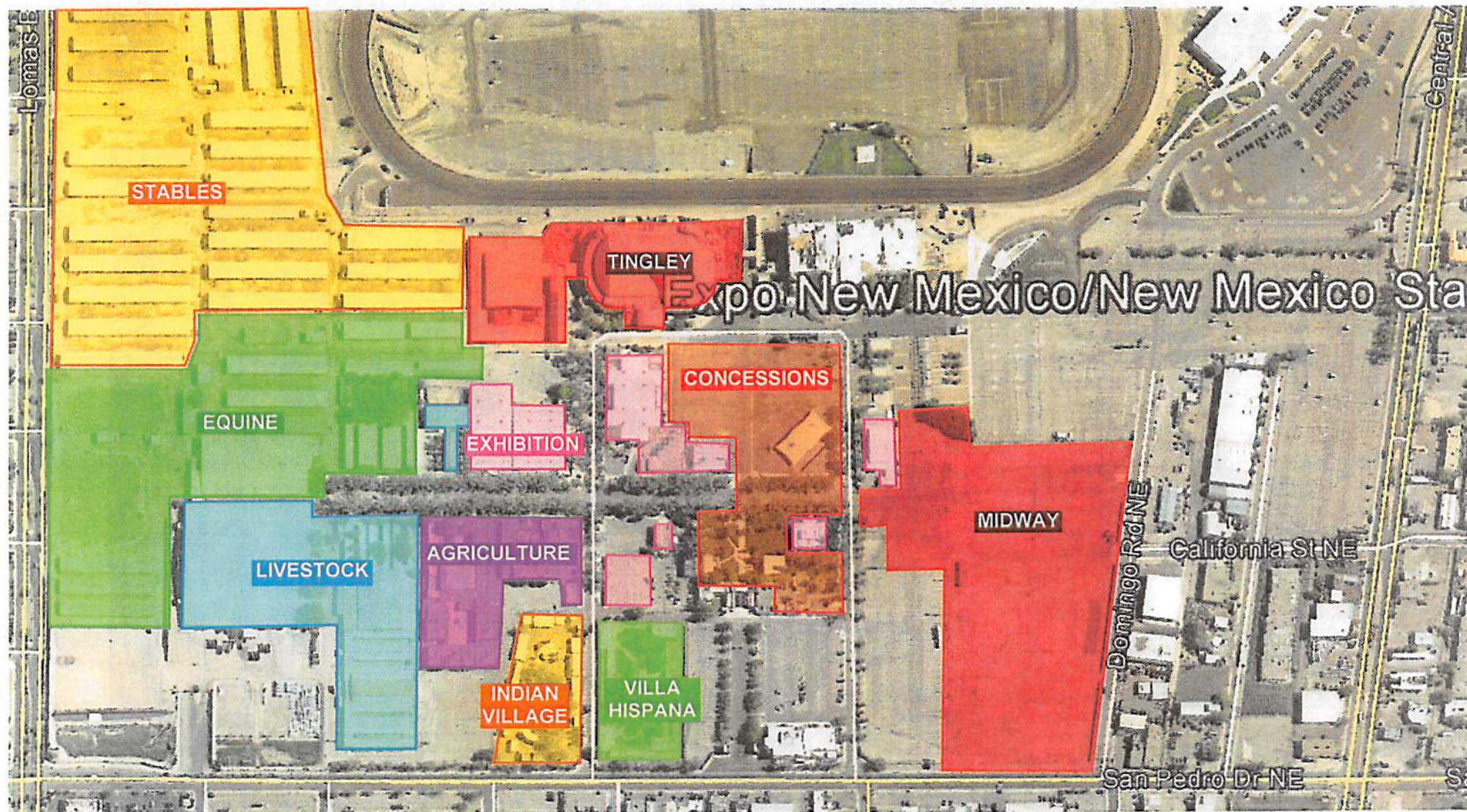
### Site Utilities Conditions & Capacities

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







### Fair Use Zones

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







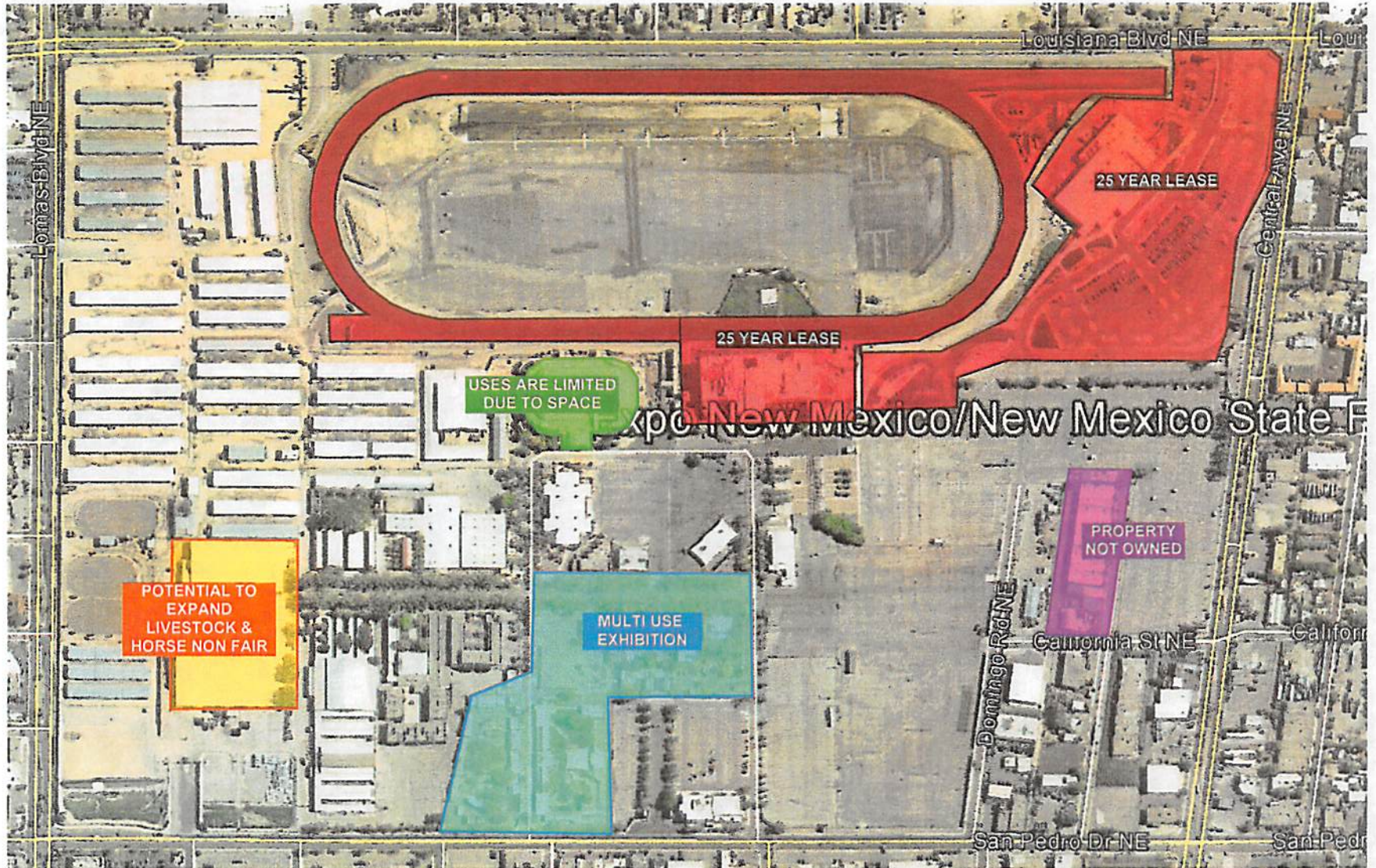
### Non-Fair Use Zones

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







## Opportunities & Constraints

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico







## Significant Issues

POPULOUS™

New Mexico State Fair  
Albuquerque, New Mexico





# ATTENDANCE

## Fair Attendance

2016 - 497,036	63,526 (last Saturday)
2015 - 460,468	68,449 (last Saturday)
2014 - 458,379	69,317 (last Saturday)
2013 - 392,229	70,451 (last Saturday)
2012 - 407,265	64,079 (last Saturday)

**20% GROWTH**  
in the last 5 years

## Year Total Attendance (includes Fair)

2016 - 1,379,050
2015 - 1,401,176
2014 - 1,374,949
2013 - 1,218,093
2012 - 1,235,889

The new rail/ bus program along Central Ave NE is expected to accommodate for 8-10% of the fair attendees.



## TINGLEY COLISEUM

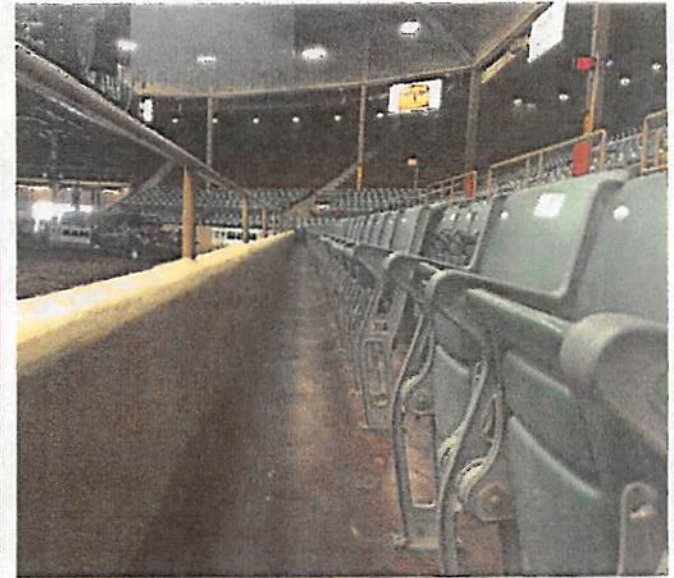
Built in 1957 and subsequently remodeled, the Tingley Coliseum is a community landmark and one of the largest public assembly spaces in the region. Over its lifetime Tingley has hosted a variety of events including concerts, equine & rodeo competitions, dirt events, sports, general assemblies and similar activities.

The seating capacity is 11,571 (9,288 fixed and 2,285 temporary floor seats). The arena is generally viewed by both promoters and the public as a run-down antiquated facility in need of some basic renovation to become an adequate modern facility.

The main competition for this size of venue has been The Pit (home venue of the University of New Mexico Lobo basketball teams). The Pit seats 15,411 for basketball and up to 13,480 for concerts.



# TINGLEY COLISEUM





# MASTER PLAN RECOMMENDATIONS

The master plan recommendations have the intent of (1) enhancing the existing grounds, (2) improving efficiencies of operation (3) improving the annual Fair and other events, (4) increase revenue opportunities and (5) expand the facilities into non-Fair markets.

An initial study done in 2007 by POPULOUS called for the need for a new expo hall building. Due to the public need for a large arena with more seats than Tingley currently has, a new larger Arena is recommended in lieu of the expo hall. This Arena would open up new non-fair opportunities and markets that the existing Tingley can not.

Other enhancements having to do with improving the fair experience and operation are also recommended. Specific recommendations to meet the objectives are as follows on the next page.



# MASTER PLAN RECOMMENDATIONS

- New Multipurpose Arena - 3 scenarios
  - a. New Multipurpose Arena & Renovate Tingley for equestrian events
  - b. New Multipurpose Arena (keep Tingley as-is and use for equestrian events)
  - c. Replace Tingley Coliseum with a new Arena for all events
- Tunnel Enhancements and Additions
- Central Plaza and Related Improvements
- Fair Equine Complex
- Site Infrastructure
- Land Purchase
- Capital Maintenance
- Maintenance and Operations (**ongoing**)
- Village Additions and Enhancements (**completed**)
- African American Performing Arts Center and Exhibit Hall (**completed**)





# ARENA SITE LOCATIONS

POPULOUS®





## SITE PLAN

OPTION 1

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS



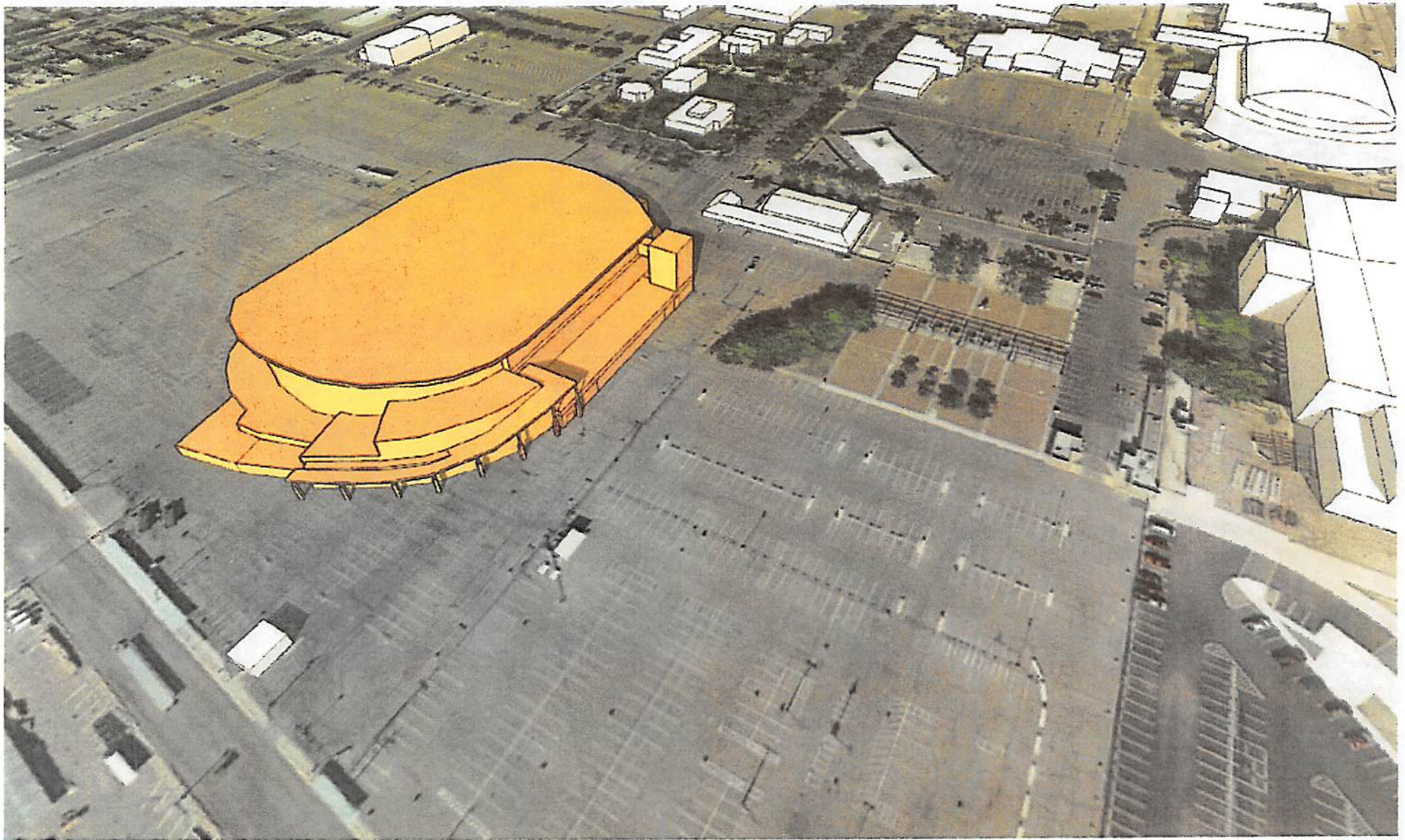


OPTION 1

**AERIAL LOOKING NE**  
NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

**POPULOUS**





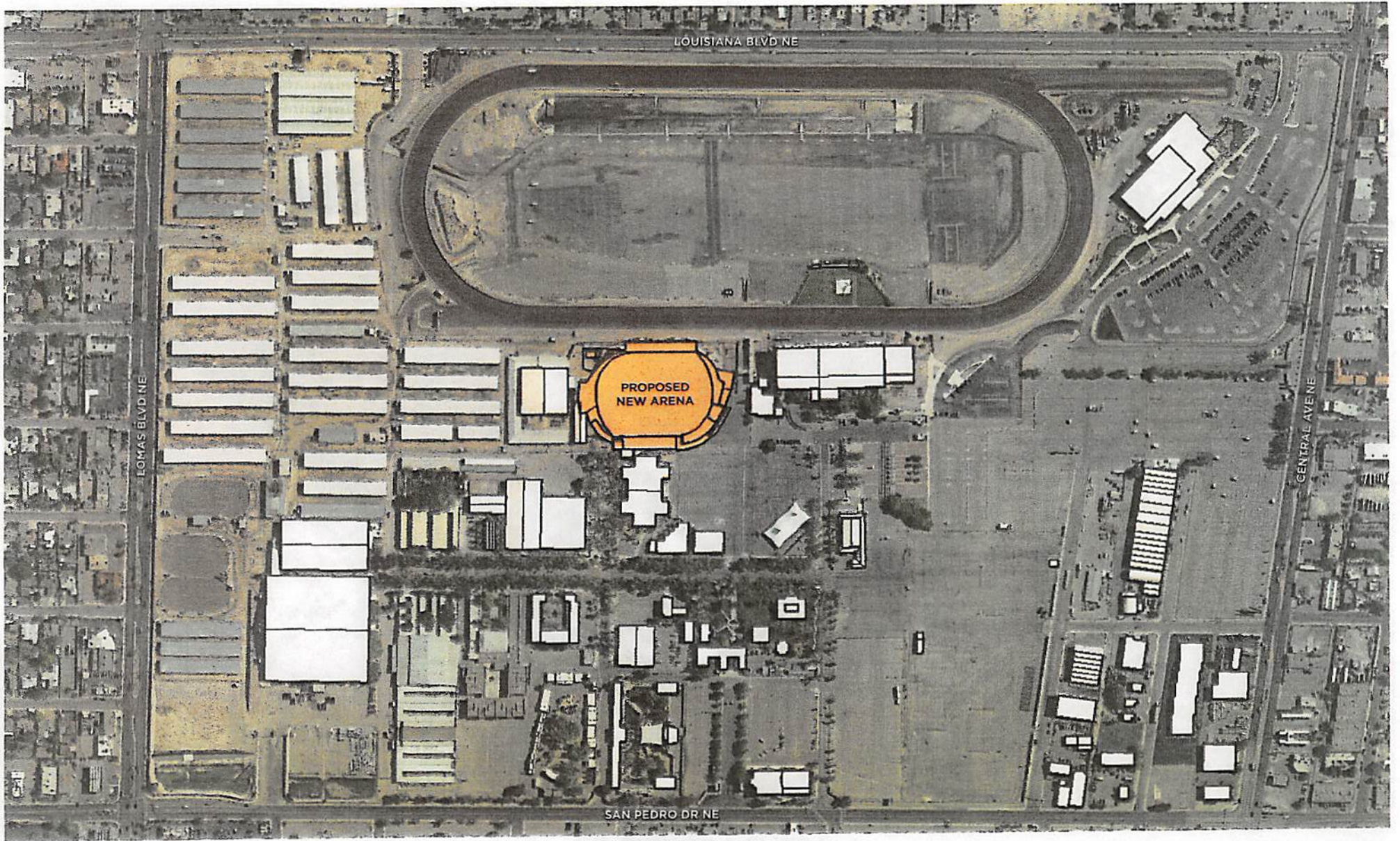
## ENLARGED AERIAL

OPTION 1

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





## SITE PLAN

OPTION 2

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





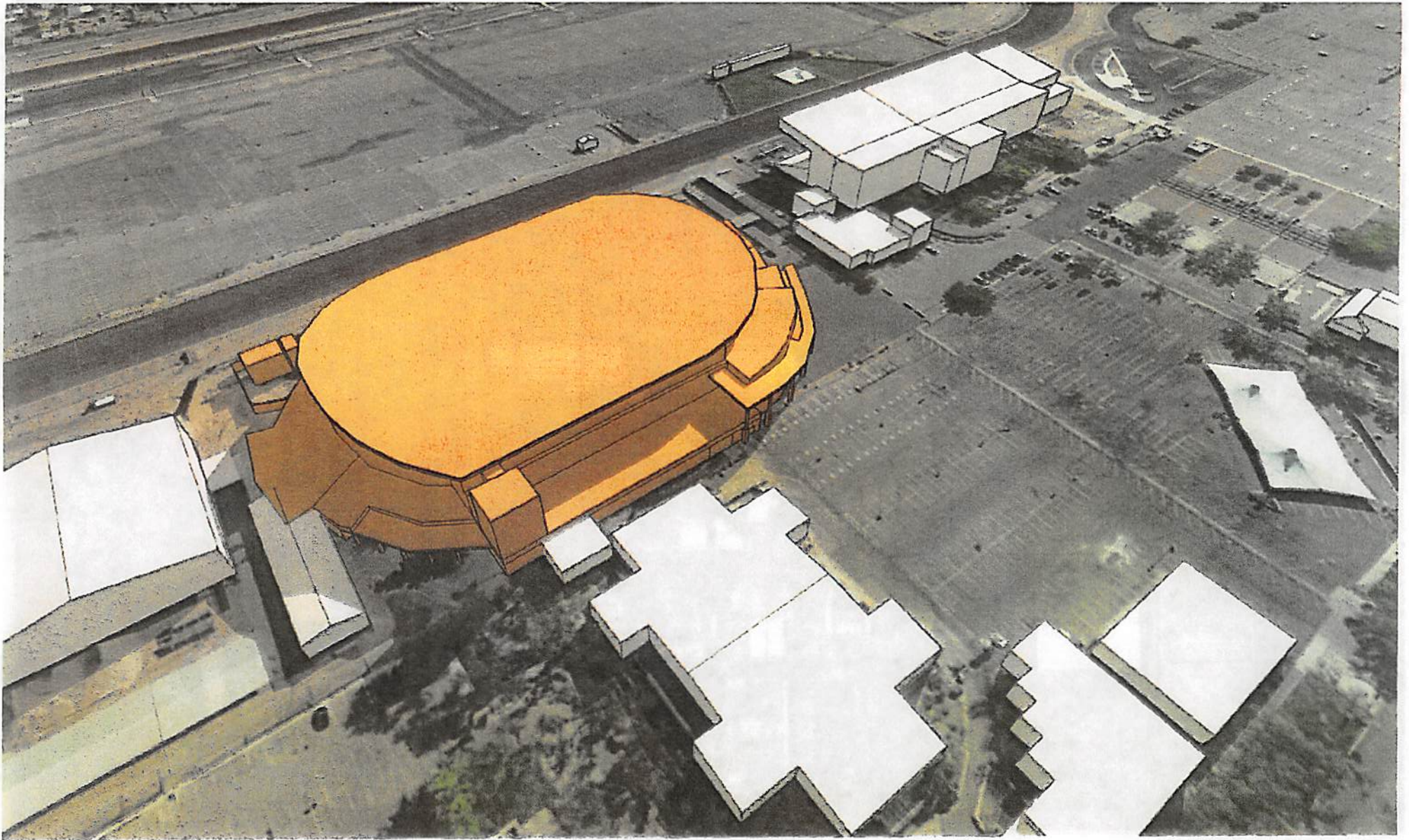
**AERIAL LOOKING NE**

**OPTION 2**

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

**POPULOUS**





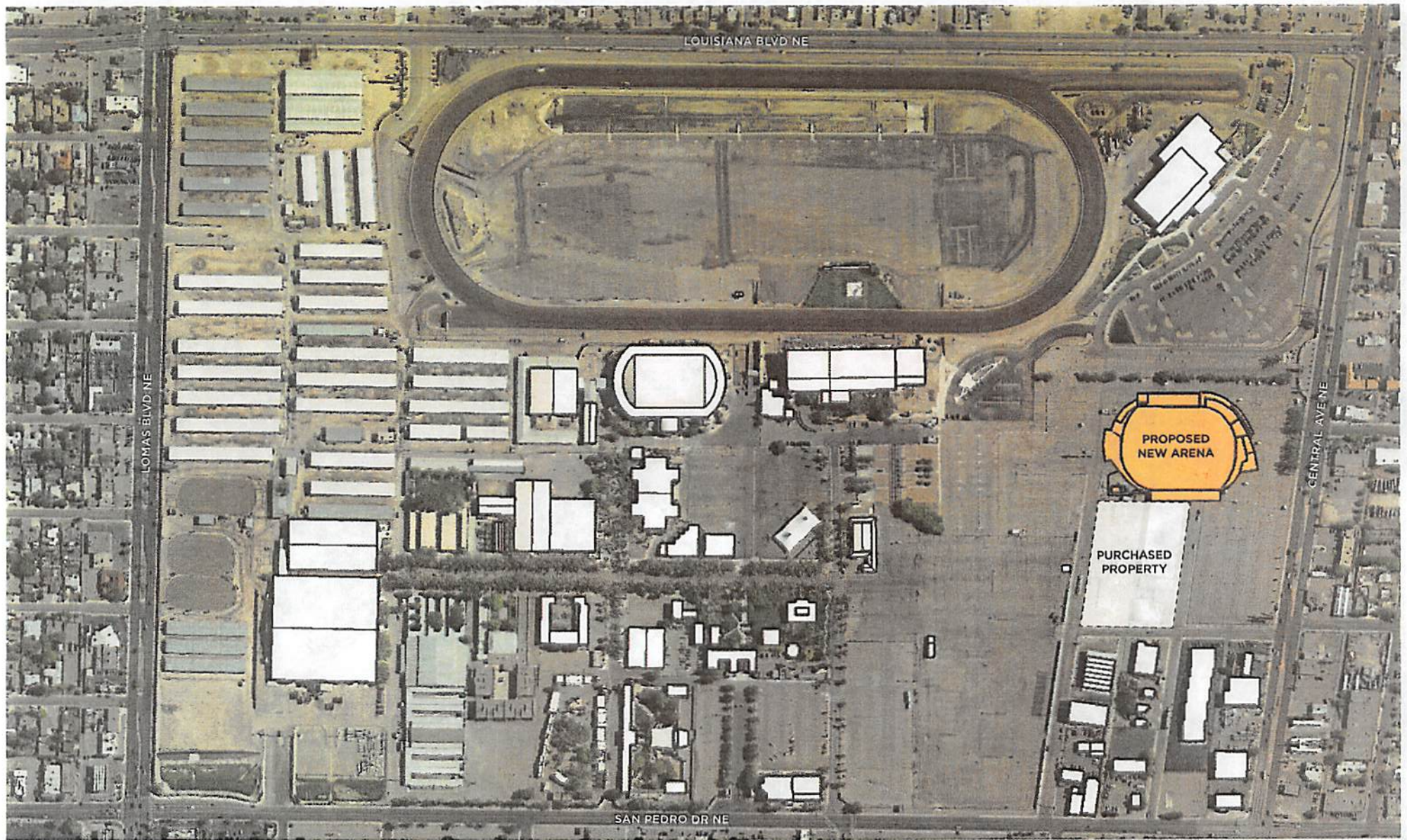
## ENLARGED AERIAL

OPTION 2

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





## SITE PLAN

OPTION 3

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





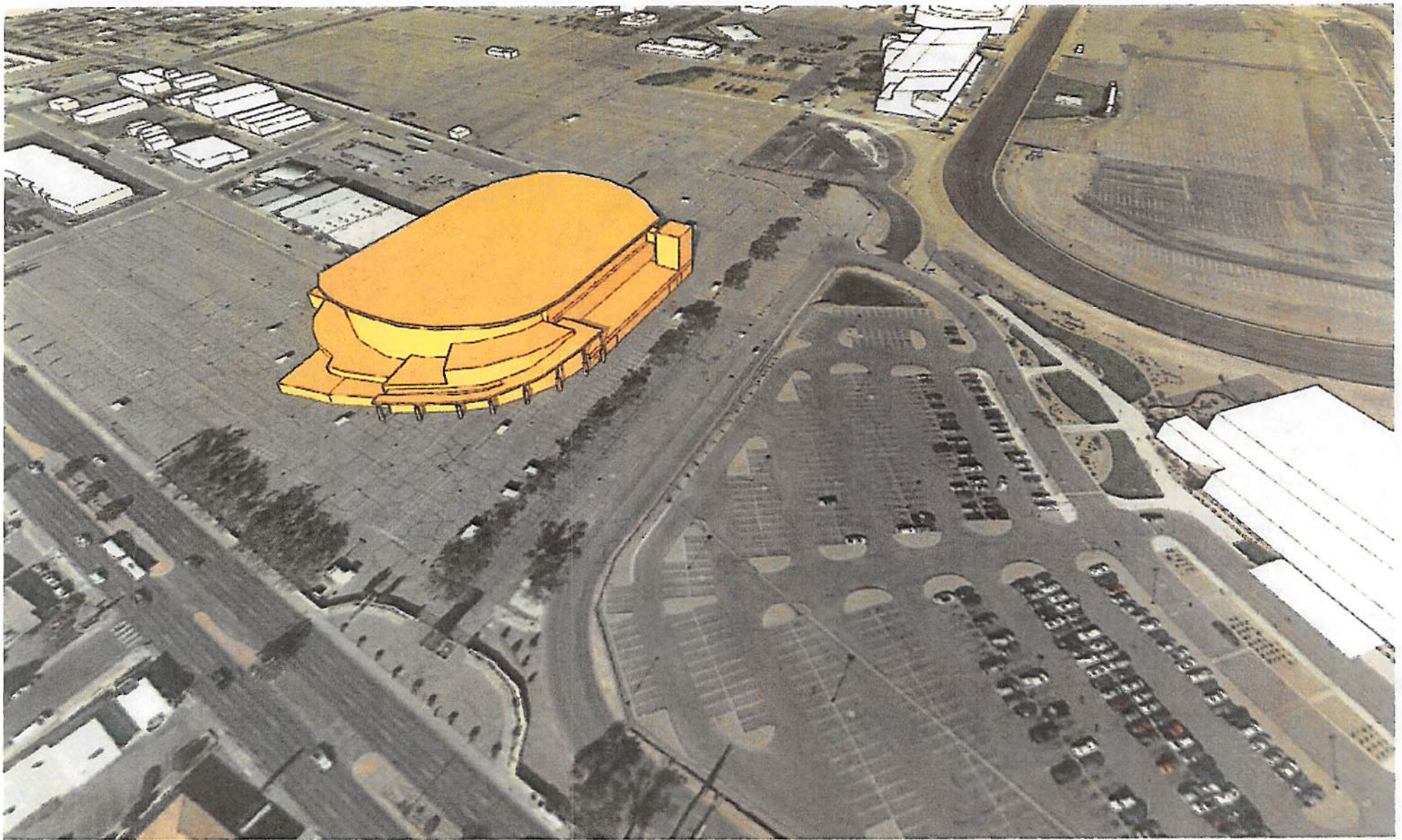
### AERIAL LOOKING NE

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

OPTION 3

POPULOUS





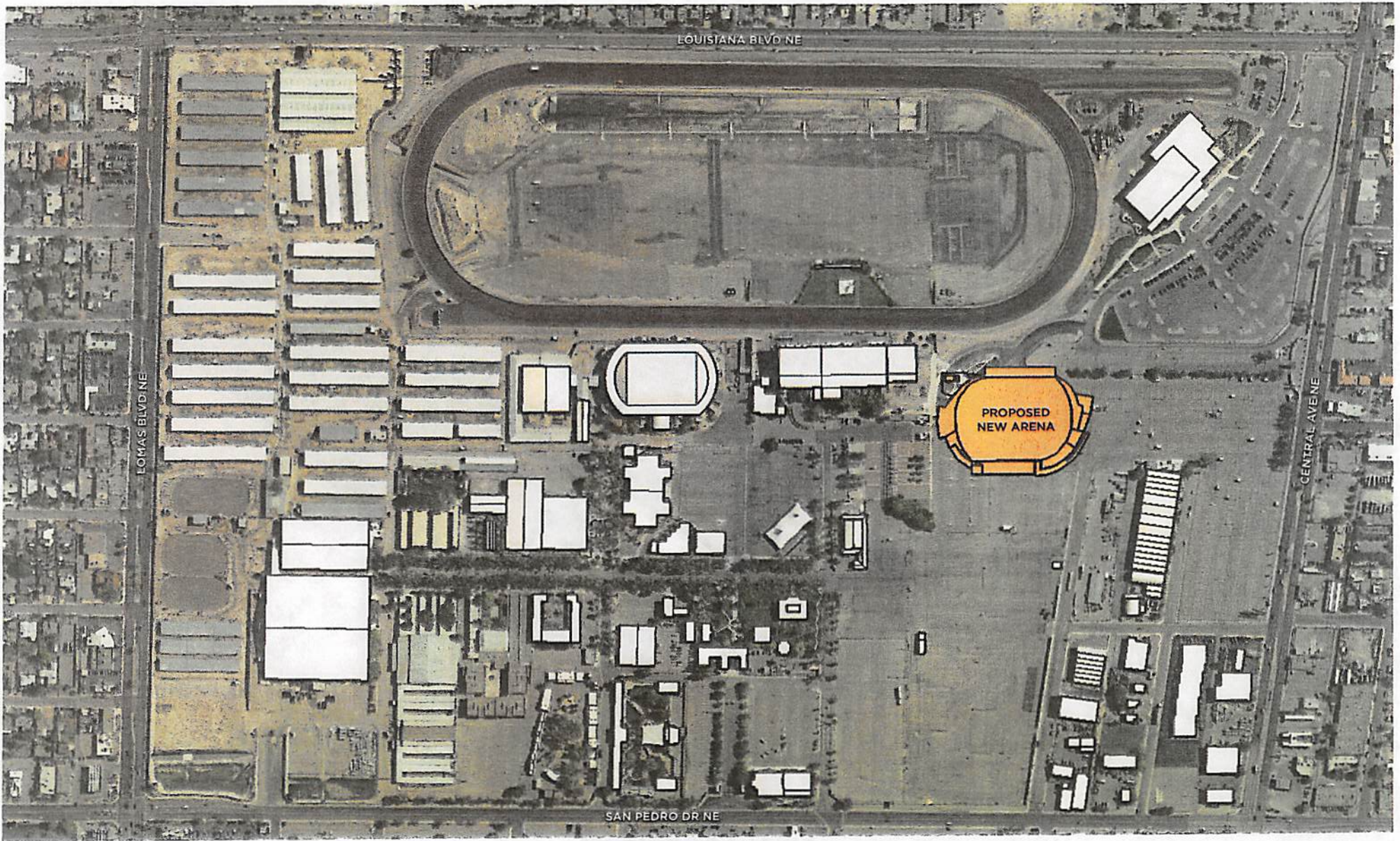
### ENLARGED AERIAL

OPTION 3

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





## SITE PLAN

OPTION 4

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





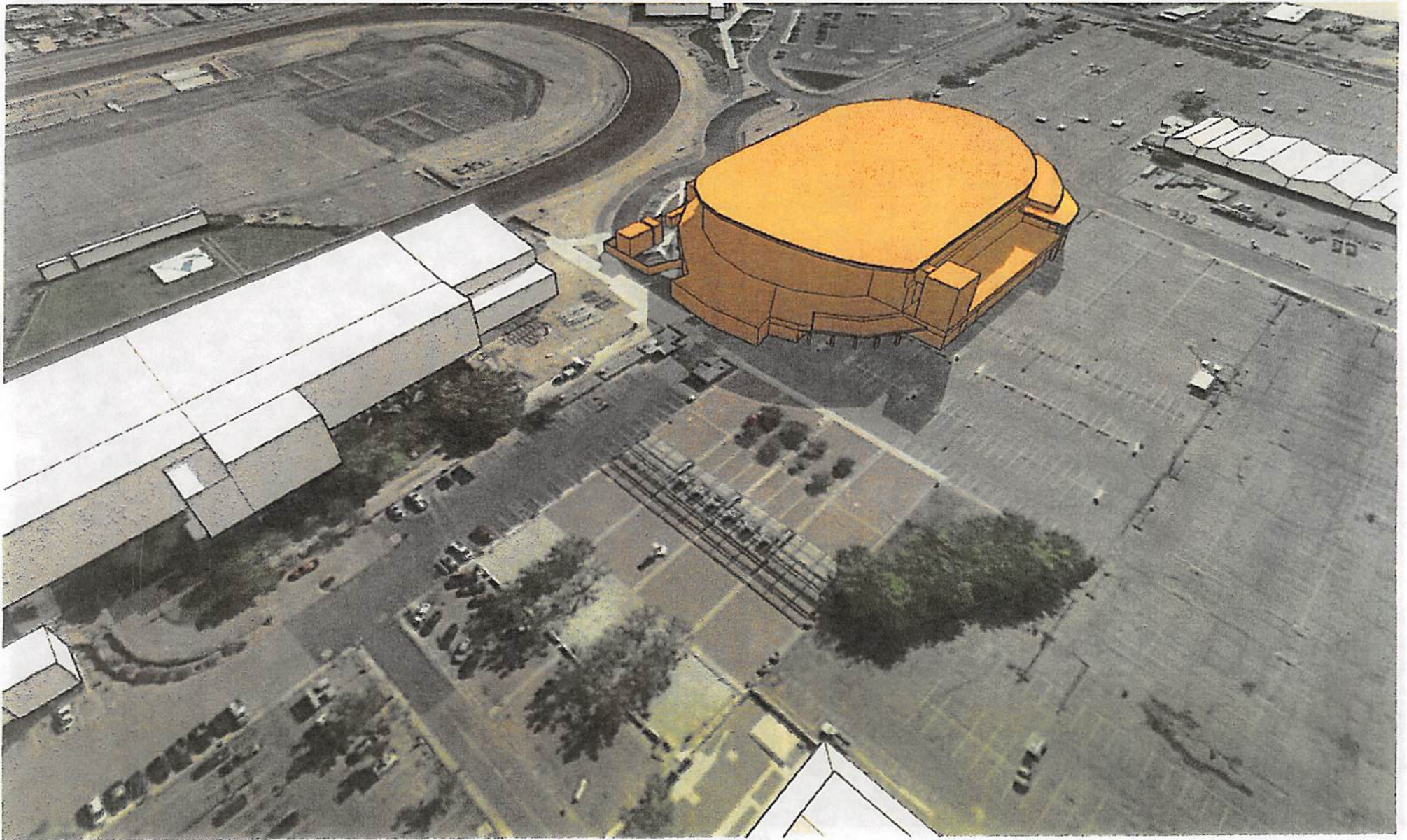
## AERIAL LOOKING NE

OPTION 4

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





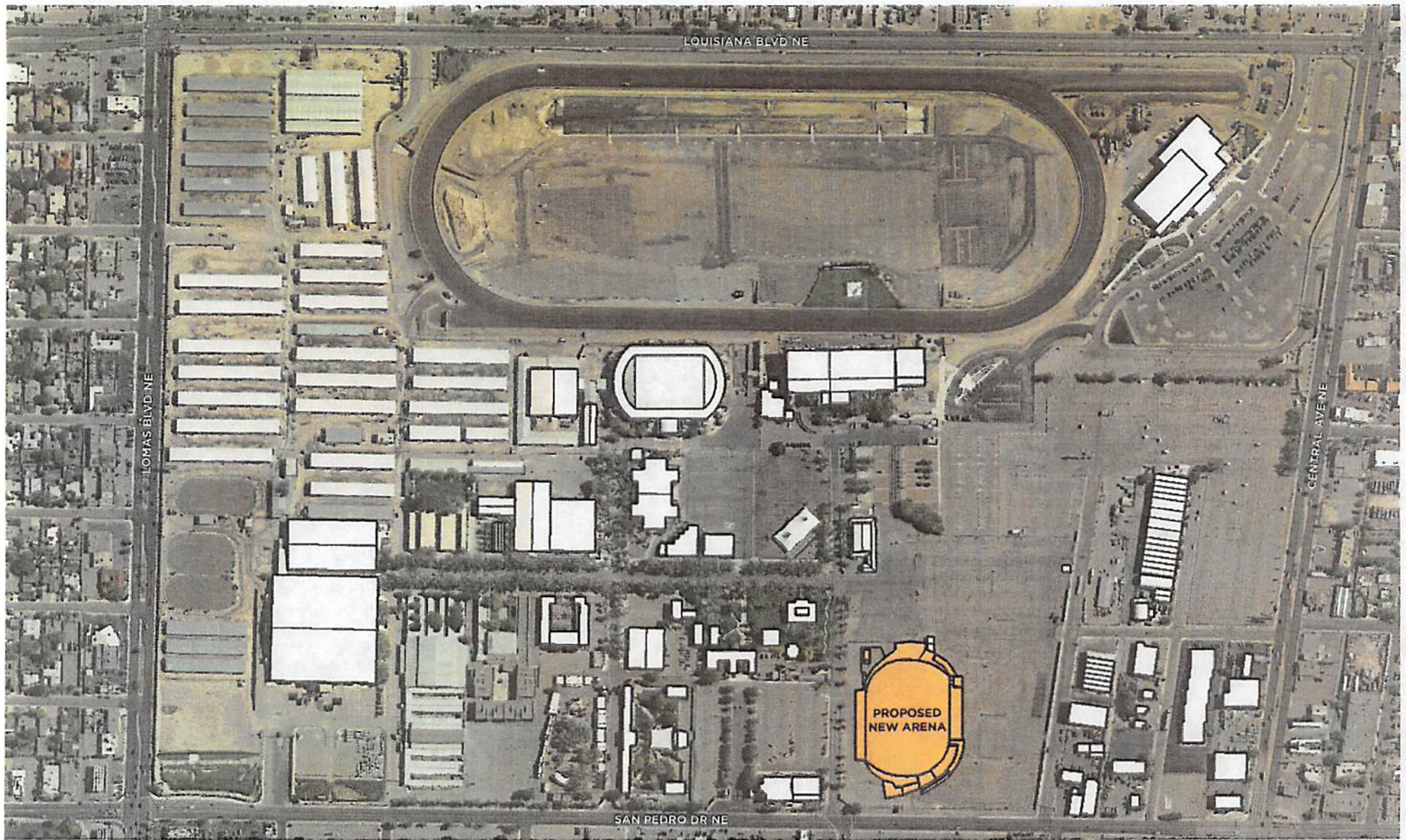
### ENLARGED AERIAL

OPTION 4

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





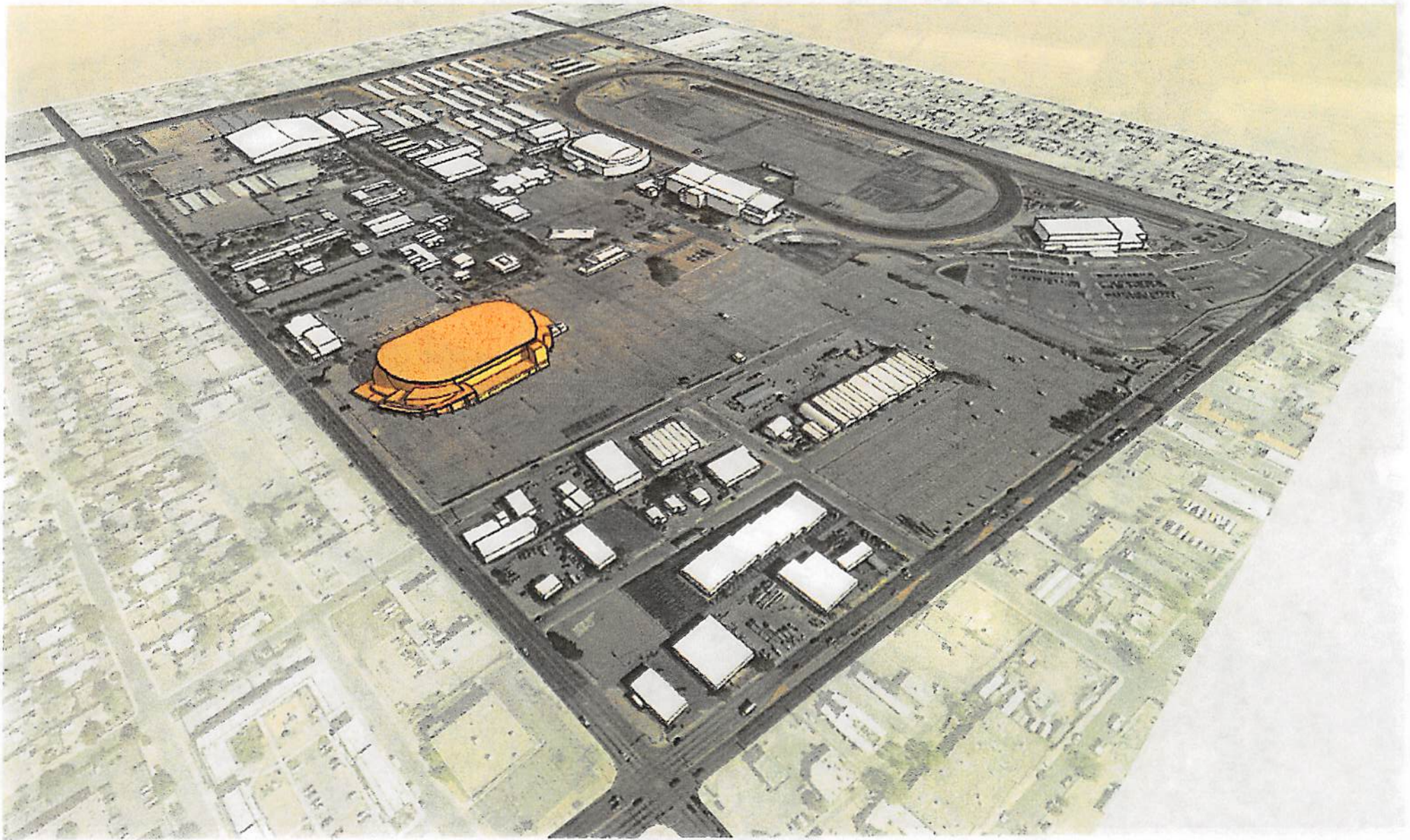
## SITE PLAN

OPTION 5

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





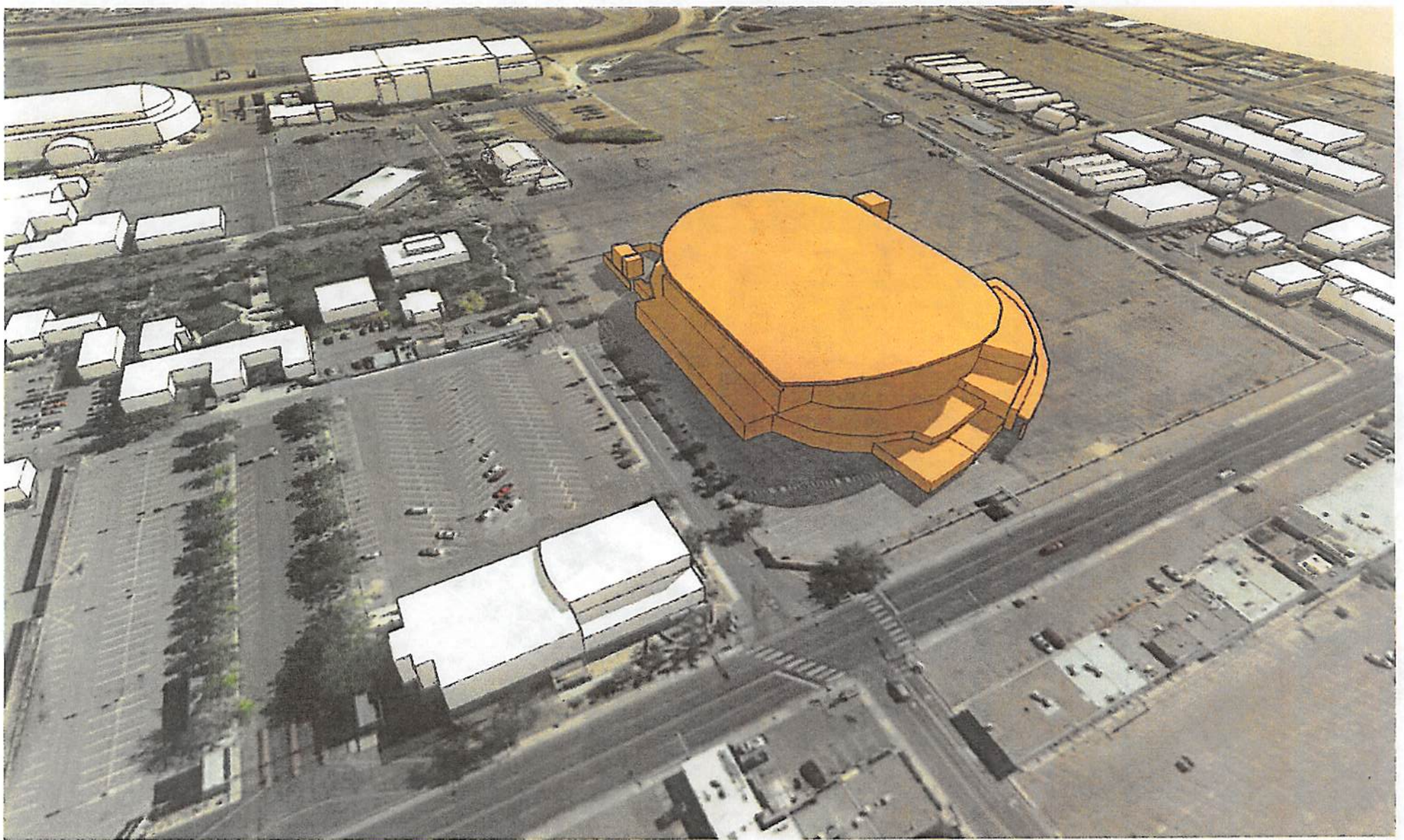
## AERIAL LOOKING NE

OPTION 5

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





### ENLARGED AERIAL

OPTION 5

NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

POPULOUS





# ARENA INSPIRATIONS

POPULOUS®



OASIS

MOTHER ROAD

CANOPY

OPEN

WARM

VIVID

SAND

CANYON

CONNECT

SANDIA

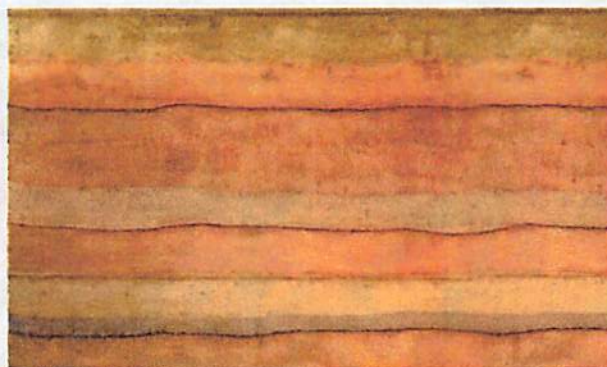
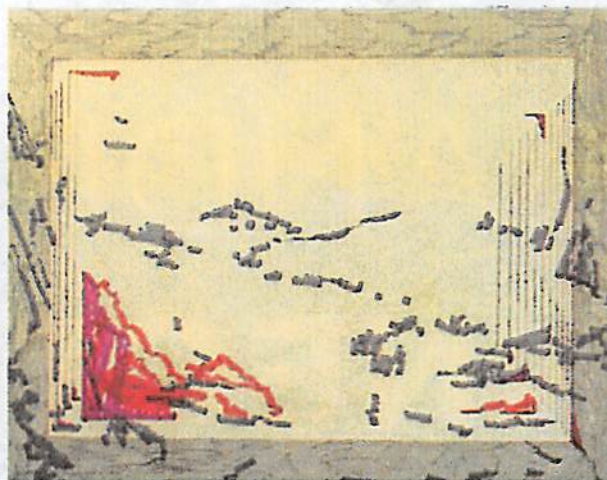


# SANDIA CONNECTION

POPULOUS

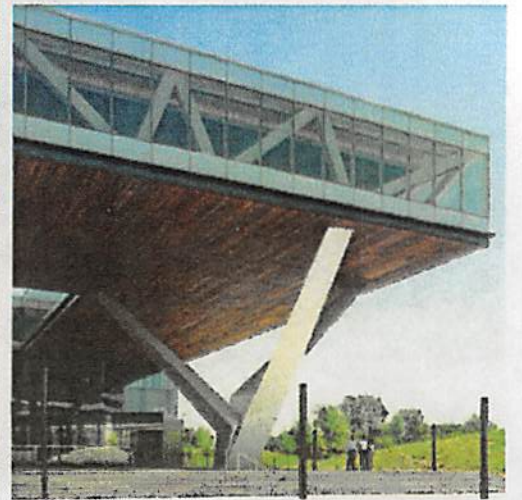
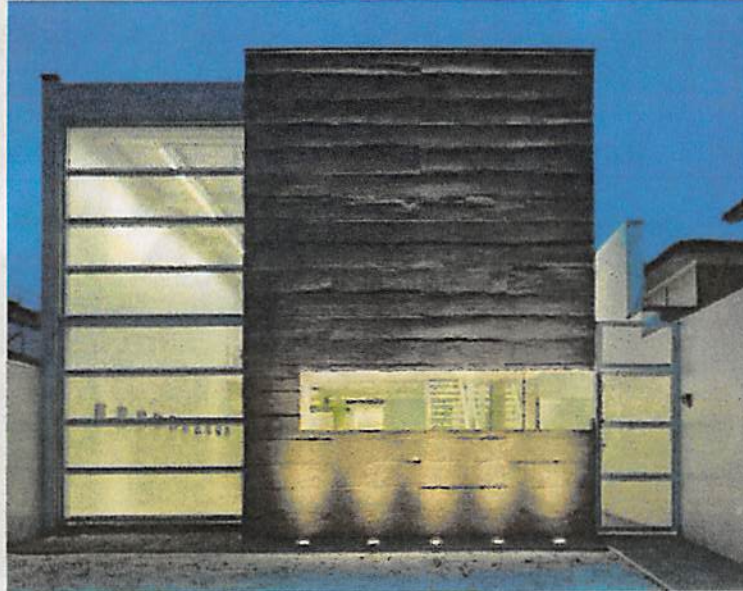
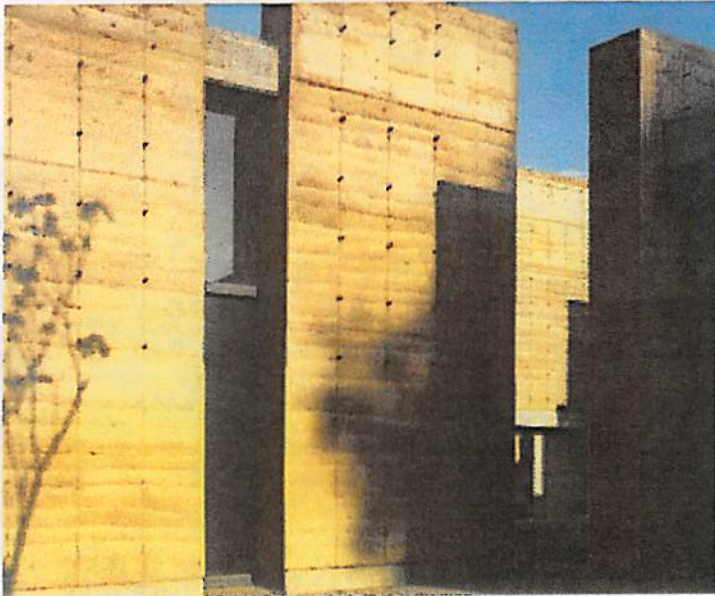
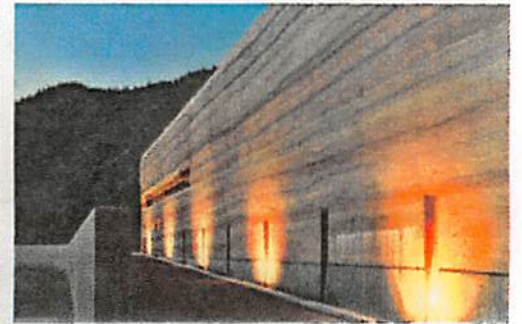
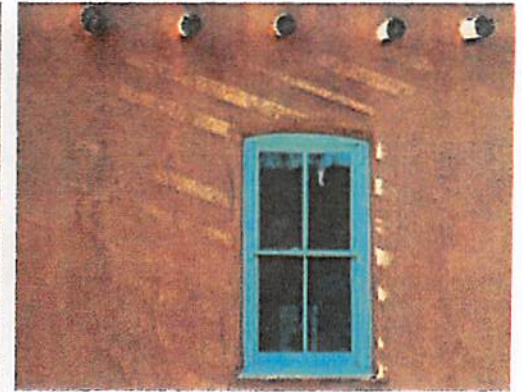
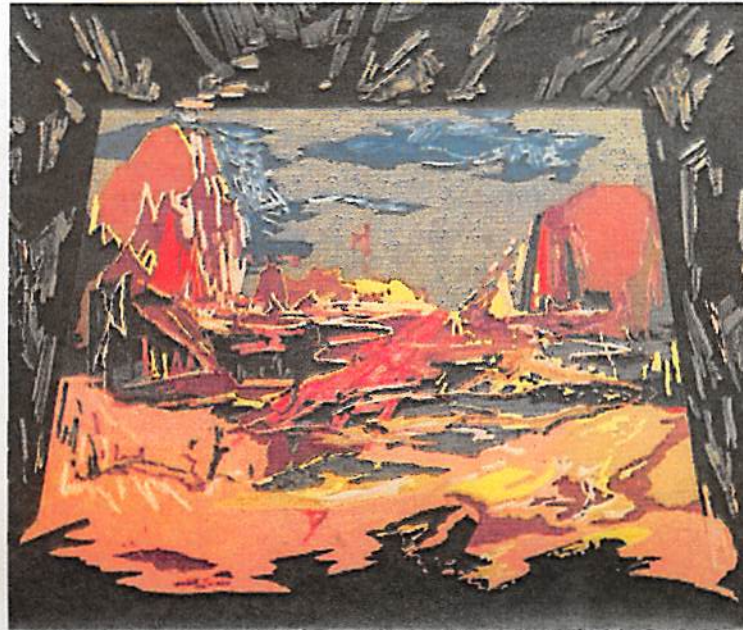


# PLAZA INSPIRATION





# ARENA INSPIRATION



NEW MEXICO STATE FAIR MASTER PLAN | JULY 14, 2017

**POPULOUS**



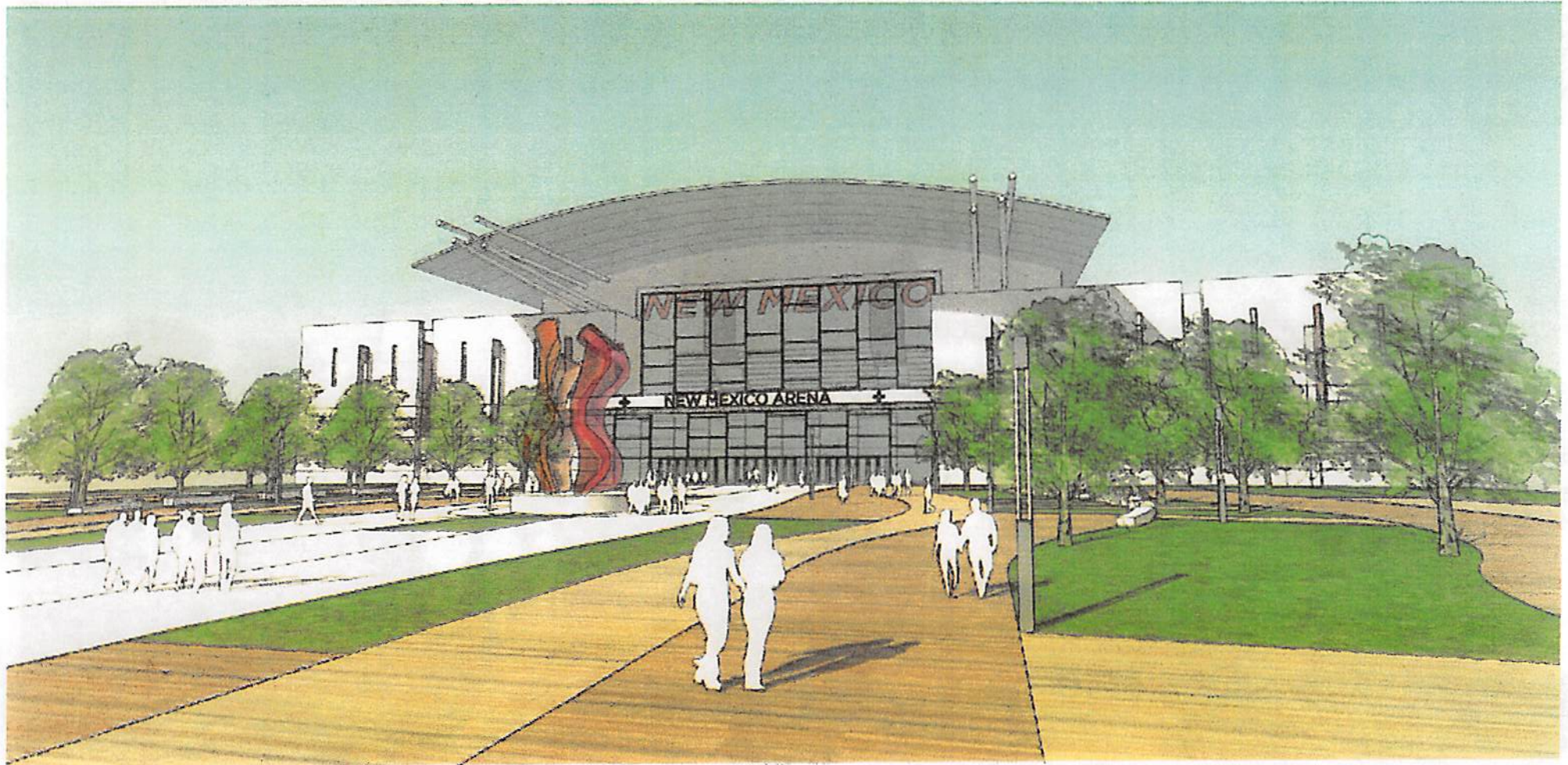


# ARENA CONCEPTS

POPULOUS

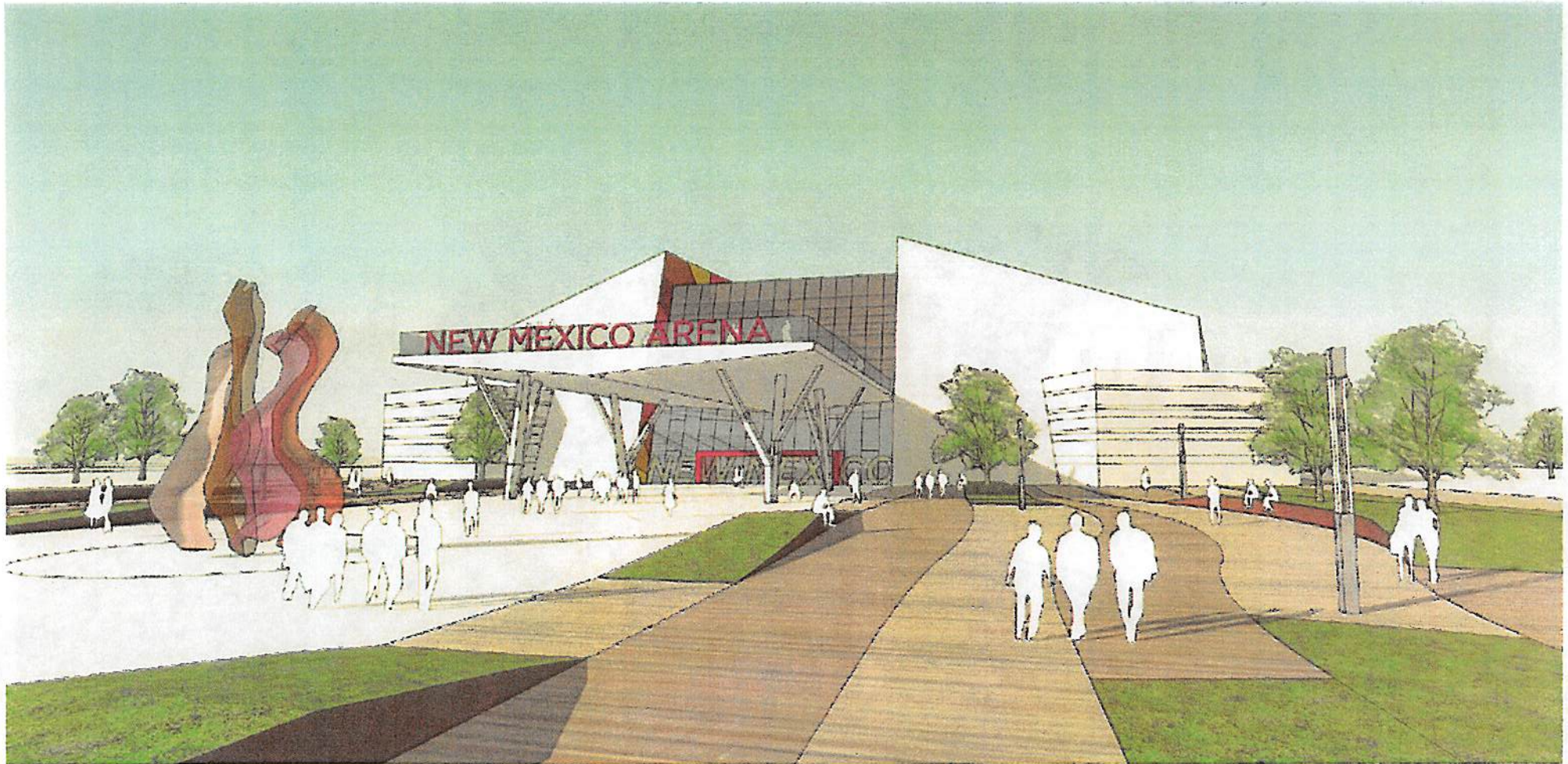


## 01 BARREL





## 02 CANYON





## ARENA ENTRY VIEW



NEW MEXICO STATE FAIR MASTER PLAN | AUGUST 15, 2017

**POPULOUS**